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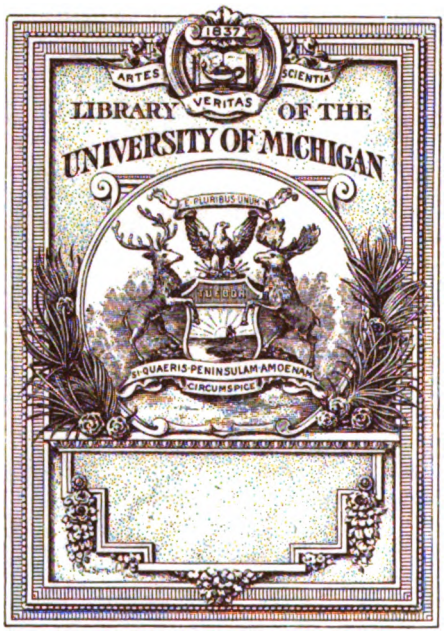
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HARDWARE DEALERS' MAGAZINE

Published by Daniel T. Mallett at 253 Broadway, New York

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Vol. 29 | BUYERS' REFERENCE TO ADVERTISEMENTS—PAGES 216-225 | Whole No. 169

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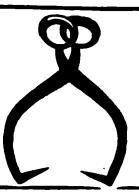


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1908—WHOLESALE HARDWARE DIRECTORY—1908
FOURTEENTH ANNUAL EDITION
The Information given in this Directory consists of a brief description of the Wholesale Hardware Houses of the United States and Canada; giving the Date Established; Capital Stock, if Incorporated; Territory Covered; Lines of Goods Handled, Etc.
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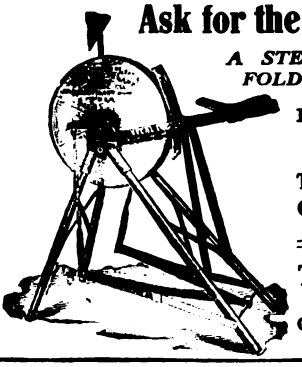
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FOR MONEY MAKERS
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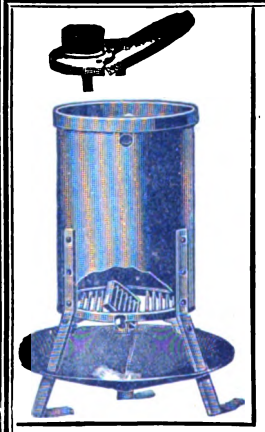


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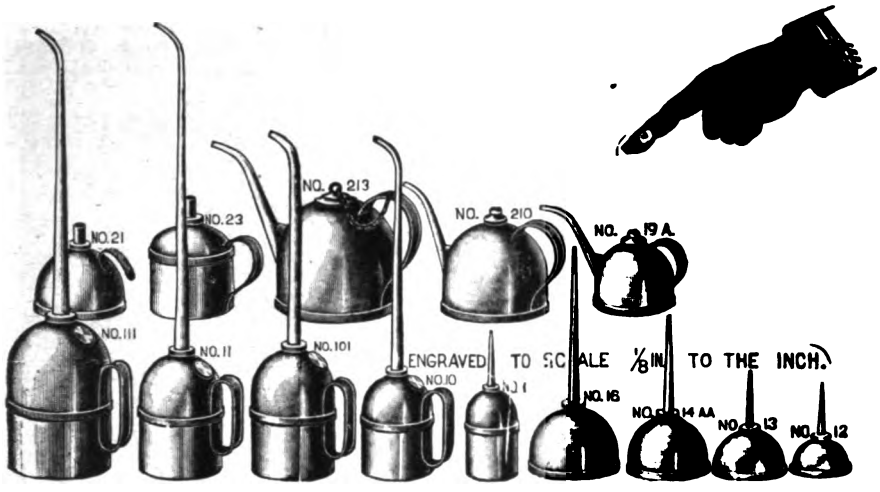


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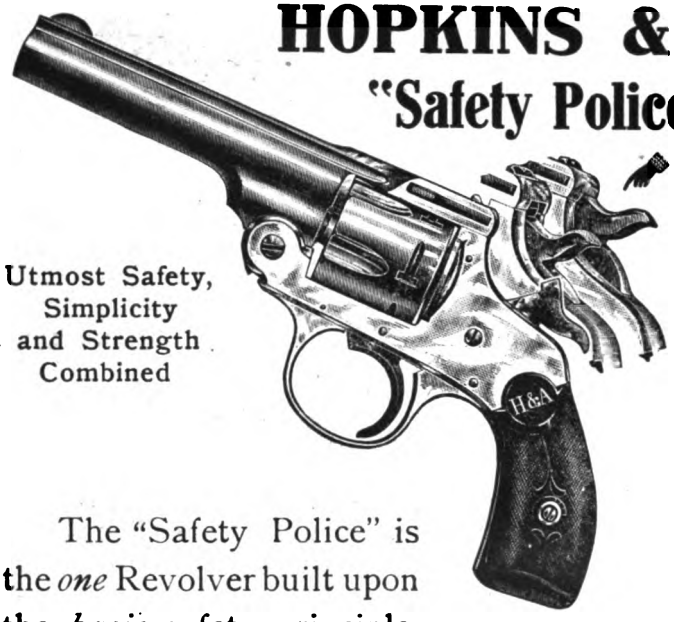
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Utmost Safety, Simplicity and Strength Combined

Made in 32 and 38 calibre Nickel and Blued

3-inch barrel

$7.50

The "Safety Police" is the *one* Revolver built upon the *basic* safety principle.

It is *not* an ordinary revolver fitted with a safety device.

When the trigger is pulled the hammer drives straight and hard to the firing pin and there is no interfering lever to weaken the force of the blow. When the trigger is released, the hammer, working on its eccentric, rises instantly off the firing pin and rests on the *solid steel frame* above NOTHING can get it on or near firing pin until the trigger is again pulled all the way back.

The HOPKINS & ALLEN "Safety Police" revolver cannot be accidentally discharged and will never miss fire.

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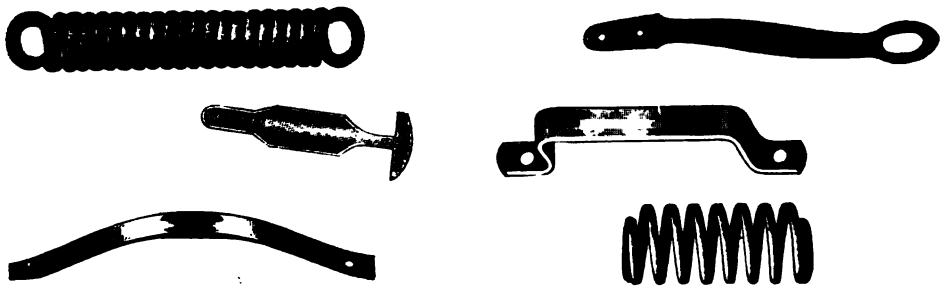
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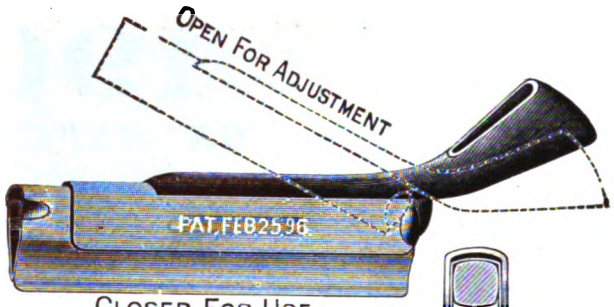


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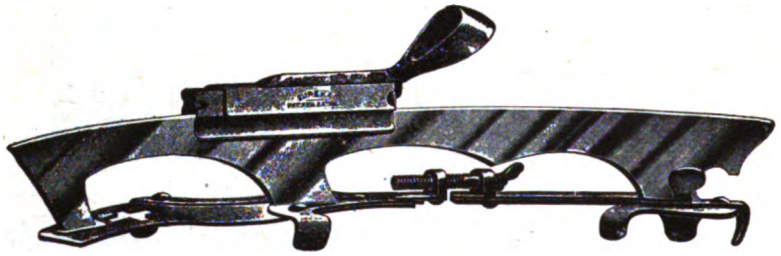
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Simple and accurate, Automatic in adjustment. Made from the finest of Tool Steel, highly polished and Nickel-Plated. File is cut on all four sides, two being *flat* and two *convex*.



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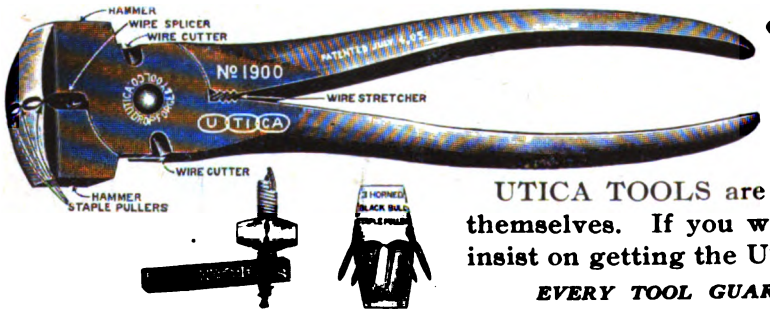
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Russwin Night Latches and Display Boards

These handsome Display Boards, which are of 1⅜-inch Solid Oak, in Antique Finish, will be furnished at the regular price of the Night Latches, plus a reasonable charge for the board and mounting.

The six different Night Latches mounted on the board are displayed in working condition and demonstrate the action and appearance of the stock on your shelves.

If desired, a latch may be removed from the board and sold (boxes and directions accompany the board) and another latch taken from stock, applied in its place. We will furnish, on request, and without charge, Booklets and Envelope Enclosures with your name and address; also Display Cards, Blotters and Electrotypes.

RUSSELL & ERWIN MANUFACTURING CO.

New Britain, Conn. **Nos. 94-96-98 Lafayette St., New York**

PHILADELPHIA WASHINGTON SAN FRANCISCO CHICAGO LONDON, ENG.

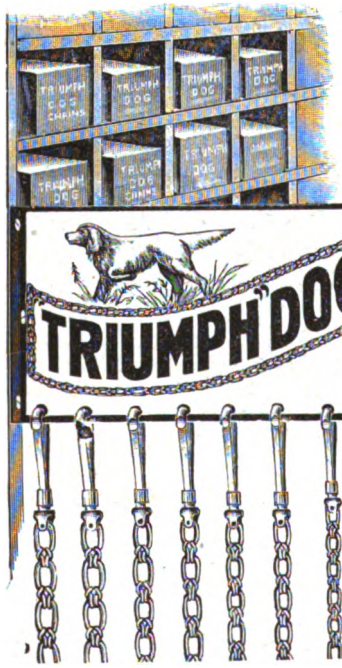
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KENNELS and DOG LEADS



Made Only in the Famous

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ALSO

TRIUMPH A-R **HALTERS**

No Rusty or Shop-Worn Goods

SEND TO-DAY FOR THIS RACK. IT HELPS!!

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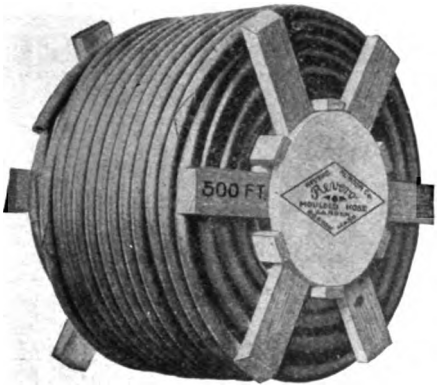
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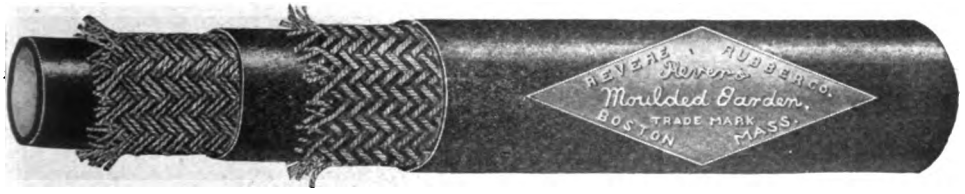
THE



"REEL" GOODS

A GARDEN HOSE PRACTICALLY INDESTRUCTIBLE

"REVERO" Hose is seamless throughout.
The construction consists of a special double braiding of tightly twisted cotton yarn. The cover is composed of tough flexible rubber to withstand wear and abuse. The complete hose is vulcanized in our patented rigid mould under a high internal pressure, which forces the rubber and fabric together in a compact inseparable body.



LIGHT, STRONG, VERY FLEXIBLE
FREE OF ANY TENDENCY TO KINK OR SEPARATE

The Dealer will appreciate the fact that "REVERO" is made in continuous lengths up to 500 feet, thus avoiding remnants.
Made in ½", 5/8", and ¾" sizes.
Dealers in Garden Hose will find it to their advantage to write us for samples and prices.

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AND COMPARE

Price reductions so many and important no shrewd retailer will care to miss them are but one of the many proofs of the advantages of our way of selling.

For certainly ability to be first in reflecting every sag in prices and safety in being last to make a price advance—certainly those are advantages alone enough to mark us as THE modern jobber for the MODERN retailer.

And the reasons for our superiority are simple. Now that we are settled in our immense new St. Louis building—in each of FOUR cities, we possess a huge jobbing "plant" especially built for us within the past five years.

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Add advantages like these to estimate the possibilities in them for our customers and then say—**can you afford not to make our January catalogue the basis of your comparison?**

Tell us NOW to send our January catalogue—K647—to YOU.

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Wholesalers of General Merchandise

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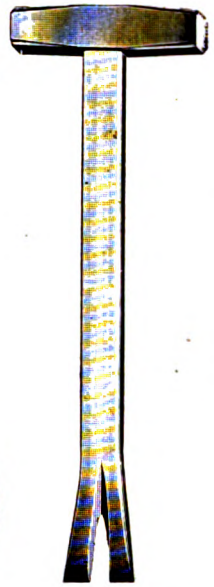
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Send for Catalogue, Prices, etc., NOW.











Patented Jan. 9, 1906.

This Assortment Will Please Your Trade. It's Brand New. Write for Prices



Don't Fail to Write Us Before You Place Orders For Shears Scissors and Snips

HEAVY PASTEBOARD CARDS COVERED WITH LEATHERETTE PAPER OF RICH DARK GREEN WITH SILVER LETTERING. BOXES THE SAME

The Bridgeport Hardware Mfg. Co.

J. C. McCARTY & CO., 21 Murray Street, New York City
C. W. GAUSE & CO., 309 Market Street, San Francisco, Cal.

Bridgeport, Conn., U.S.A.

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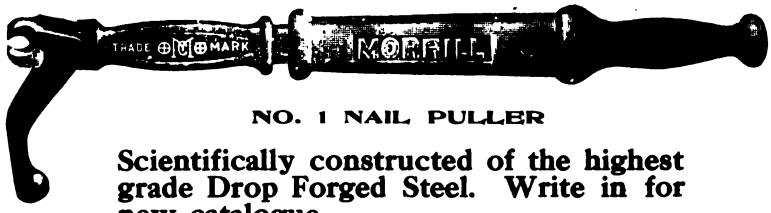
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Try one on your most particular customer—it will make good. We also make other Sawsets for Hand Saws such as No. 1, No. 10, No. 11, No. 95, etc.

No. 3 Sawset, for X Cut and Circular Saws, Single Tooth, 14-20 Gauge.
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Mr. Jobber: This page is good "copy" for your Catalog

Elgin Adjustable Wrench

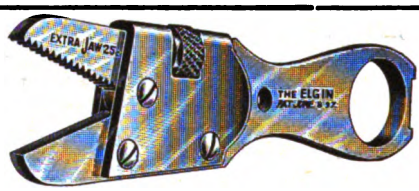


Showing THE RETHREADING ATTACHMENT in place.

Has no competitor for angle or corner work.

ACTUAL SIZE.

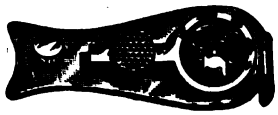
Fully Guaranteed.



Wrenches only, per dozen

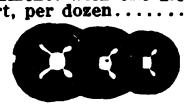
EXTRA JAWS will renew the Wrench indefinitely.
Extra Jaws, per dozen.....





Rethreading Attachment It makes a Ratcheting Die Stock.
Attachments with one die or insert, per dozen.....

The following Dies can be had in U. S. Standard bolt thread, 3-16, ¼, 5-16, ⅜, 7-16 and ½. Also Pump Rod Dies, ⅜, 7-16, and ½-in.



Inserts make a Ratcheting Wrench in the handle end.

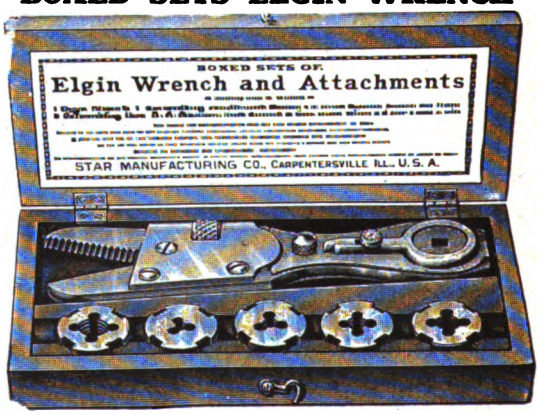
Square—for Taps, Set Screws, and Small Nuts.
Hexagon—for Cap Screws, and Machine Bolts.



¼ in. ½ in. ¼ in. ½ in.

Extra Dies or Inserts, per dozen

BOXED SETS ELGIN WRENCH



Boxed Sets, each @.....

The assortment as regularly put up *in a strong black walnut wooden box* is 1 Elgin Wrench, 1 Rethreading Attachment having a ¼-inch square insert for taps, 5 Rethreading Dies of U. S. Standard bolt thread, viz.: ¼ in., 5-16 in., ⅜ in., 7-16 in., and ½ in.

Pump Rod Dies are also carried: ⅜, 7-16 and ½ in., and a 3-16 in. Die for Stove Rod; also Canadian Standard Dies ¼ in., 5-16 in., ⅜ in., 7-16 in., and ½ in.

Changes can be made in assortment to suit.

STAR MFG. CO., Manufacturers CARPENTERSVILLE, ILL., U. S. A.

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QUALITY, DURABILITY AND SIMPLICITY

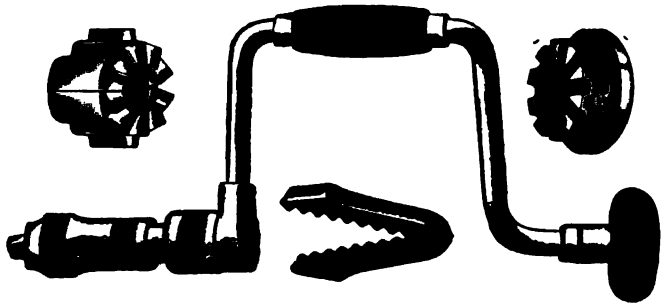
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"STANLEY'S" BRACES

the strongest and best made.

They are made in all sizes and styles and are the most complete line offered to the trade by any manufacturer in the world.

The line consists of three classes as follows:



STANLEY CONCEALED RATCHET

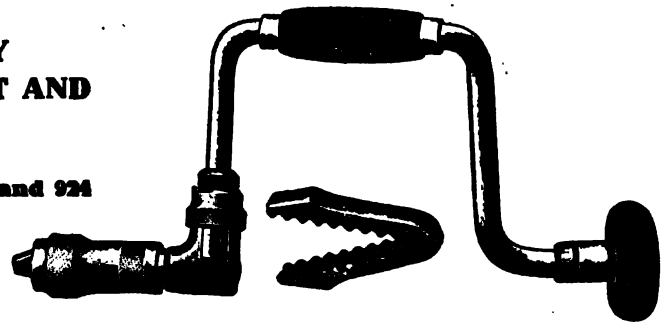
Nos. 911 and 921

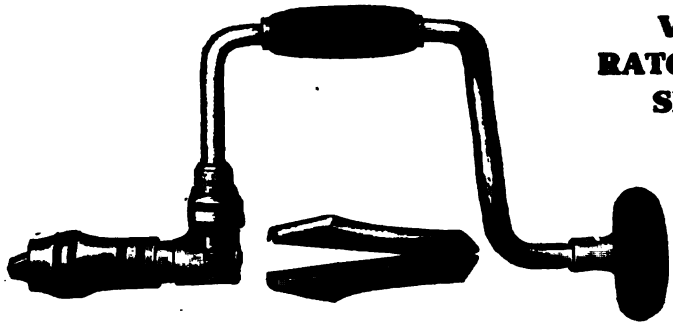
Made in 6, 8, 10, 12 and 14 inch sweep

STANLEY BOX RATCHET AND SLEEVE

Nos. 912, 922, 914 and 924

Made in 6, 8, 10, 12 and 14 inch sweep





VICTOR RATCHET AND SLEEVE

Nos. 925, 945, 955, 955, 926, 946, 956 and 956

Made in 8, 10 and 12 inch sweep

We invite comparison with Braces of other manufacturers at a like price, and if your dealer does not have them write us direct.

THE STANLEY RULE & LEVEL CO.

NEW BRITAIN, CONN., U. S. A.

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THE TURNER & SEYMOUR MFG. CO.



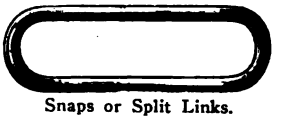
Solid Brass Rings of all Sizes.



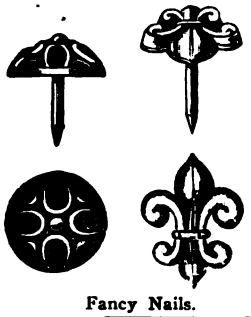
Brass 8-Hooks.



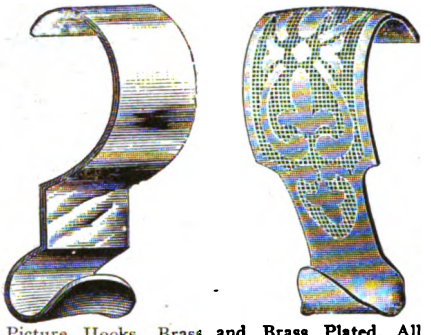
Star Brand Escutcheon Pins.



Snaps or Split Links.



Fancy Nails.



Picture Hooks, Brass and Brass Plated, All Shapes and Designs.



Star Brand Safety and Plumbers' Safety Chain.



Star Brand Ladder Chain.



Star Brand Double Jack.

GAS HEATER No. 9



Height, 18 in.; diam., 6 in.; consumption of gas, 10 ft. per hour. Enameled finish, plated trimmings. By taking off dome you have a perfect cook stove.



Reduced Cut.



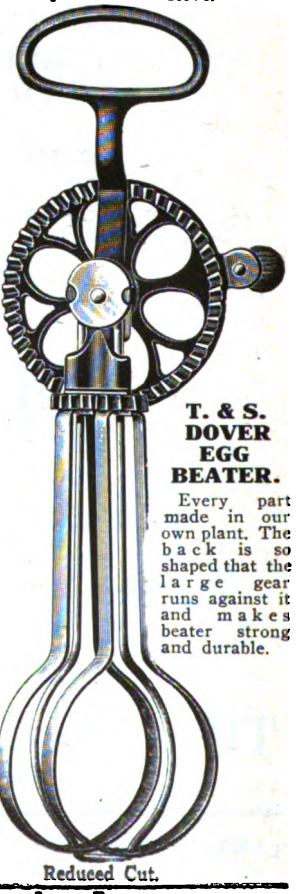
Eagle Brand Upholstery Nails.



Brass Cup Hooks.

THE RAINBOW LAWN SPRINKLER.

No ball bearings; nothing to wear or rust out; works well under high or low pressure; covers the largest area with the least water. Under a high pressure the Rainbow will cover an area of 35 to 40 ft. diameter. Does not flood the lawn, or wash the earth from roots of the grass like all sprinklers that throw a large volume of water.



Reduced Cut.

T. & S. DOVER EGG BEATER.

Every part made in our own plant. The back is so shaped that the large gear runs against it and makes beater strong and durable.

THE

TURNER & SEYMOUR MFG. CO.

TORRINGTON, CONN.

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The "Universal" Coffee Percolator

is the Perfection of the Drip Process

It excels all other ways of making coffee because the percolating process is practically completed before the water boils.

Coffee made in it is easily known by its delicious aroma, its fine flavor, the absence of the bitter taste caused by boiling.

Sectional View Showing the "Universal" principle.

Operates successfully on any range, stove or gas range



The "Universal" retains all the delicious, aromatic fragrance of the coffee bean

Perfect coffee quickly made without boiling

THE "UNIVERSAL" IS MADE IN THREE STYLES:

"Empire" "Colonial" "High Grade" Enamel Ware

Four Sizes: 4 Cups, 6 Cups, 9 Cups and 14 Cups

All parts are interchangeable and can readily be supplied

Manufactured and Guaranteed by **LANDERS, FRARY & CLARK** New Britain, Conn., U. S. A.

Digitized by Google



A Money Maker for your Spring Trade

Farmers and horse owners everywhere now recognize the importance of clipping horses in the early spring and it is no trouble at all for dealers to sell this

Stewart No. 1 Clipping Machine

List, only $6.75 Pacific Coast Price, $7.50

This splendid machine is carefully and sturdily made. It clips exceedingly fast and turns almost without effort. One sold to a customer sells others to his friends and neighbors, which is strong evidence of the satisfaction it gives.

Do you sell it? If not, why not?

Your jobber has it. Write us for new 1908 dealers' catalogue.



Chicago Flexible Shaft Co.

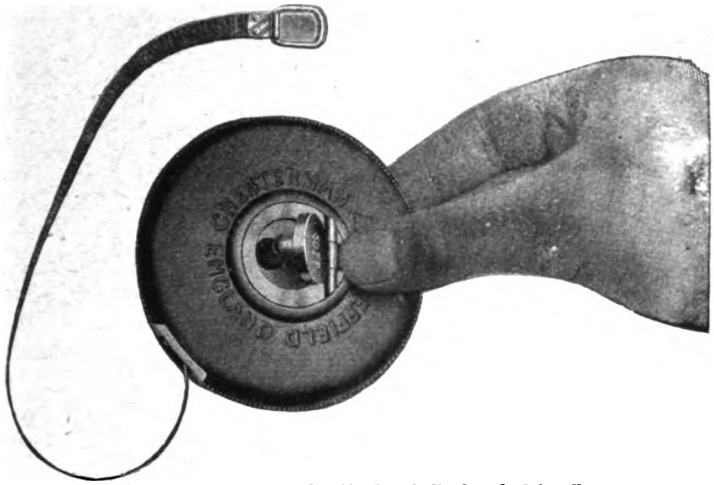
180 Ontario Street, · CHICAGO, ILL.

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CHESTERMAN'S
TAPES, RULES and TOOLS

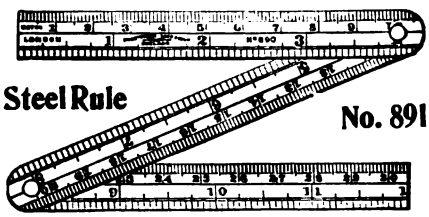
Everywhere Recognized as STANDARD of ACCURACY and QUALITY

Tapes of Steel, Metallic and Linen.



NEW PATENT Handle, used on No. 1038 L and all other flush handle tapes.

Why not carry a stock and get the business?



Steel Rule No. 891

Ask your Jobber for prices. He can quote you.

Machine Divided Steel Rules in Great Variety of Styles and Divisions.



Made by

James Chesterman & Co., Ltd.

Sheffield, England.



WIEBUSCH & HILGER, Ltd.

Price Lists and Quotations to Jobbers upon request.

NEW YORK

Sole U. S. Agents.

Digitized by Google



"Hello, 1908. Glad to see you."

"Good morning, Mr. Business Man. You see I am here on time."

"So you are, and you look pretty good to me, too."

"Well, I feel all right and rather guess I am a tolerably healthy specimen. But how are you?"

"Things are off—and it looks to me as though we are going to have a terrible time of it until after election anyway. You see we all need money and—"

"Now stop right there. You don't need money nearly as much as you do *confidence*. What you need more than anything else is a little more sand in your craw. You fellows have plenty of money, and while my old friend 1907 over there gave you a little the worst of it along toward the end, you have gotten the best of him—because you know he's knocked out for good.

"Look back over 1907 as a whole—pretty good year, wasn't it? Lots of orders, plenty of money, prices fair, things booming. Made more money than you ever made before, didn't you? Going some—weren't you?

"Well, you had a little jolt—that's all. Just as much money here as ever. Just as many orders, if you go after them, prices all right, everything is lovely, except a lot of you duffers have made up your mind that you are going to have hard times whether or no.

"And *I'm not going to stand for it*—see! I've got a few surprises up my sleeve and I don't propose to permit everything to go to the demnition bow-wows—not as long as my name is 1908, anyway.

"There are going to be enough big, broad-minded men in the country, who will listen to me to simply take the lead in their own localities and through their confidence in themselves, and your humble servant, will pull the scare cats out of Jericho once more on to the shady side of Easy Street.

"Now, old man, ARE YOU WITH US?"

E. C. ATKINS & CO., Inc.

THE SILVER-STEEL SAW PEOPLE.

Canadian Factory
HAMILTON, ONTARIO.

Home Office and Factory
INDIANAPOLIS, INDIANA.

BRANCHES:
ATLANTA, CHICAGO, MEMPHIS, MINNEAPOLIS,
NEW ORLEANS, NEW YORK, PORTLAND, SAN FRANCISCO, SEATTLE.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Samson Spot Cord



Extra quality—warranted free from imperfections.

Will wear from three to forty times as long as any other material for hanging windows.

Specified by all architects.

Called for by discerning carpenters and builders.

The Colored Spot is insurance for the user against the annoyance and expense of broken window cords.

* * * *

We also make other grades of sash cord, to meet all requirements, and everything we make is the best we can turn out at the price.

* * * *

Sash Cord, Rope, Clothes Lines, Mason Lines, Shade Cord, Ventilator Cord, Awning Line, Chalk Lines, etc.

Samson Cordage Works

Boston, Mass.

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This is what we've got to sell.

The merit of the goods is well known and we never allow the quality to deteriorate.

We market our product through the jobber to the retailer and do not sell catalogue houses.

Our freezers find a ready sale to the consumer and at prices that afford a good substantial profit to the dealer.

We want your business.

That's the whole story told as briefly as possible.

Catalogue for the asking.

THE WHITE MOUNTAIN FREEZER CO.

NASHUA, N. H.

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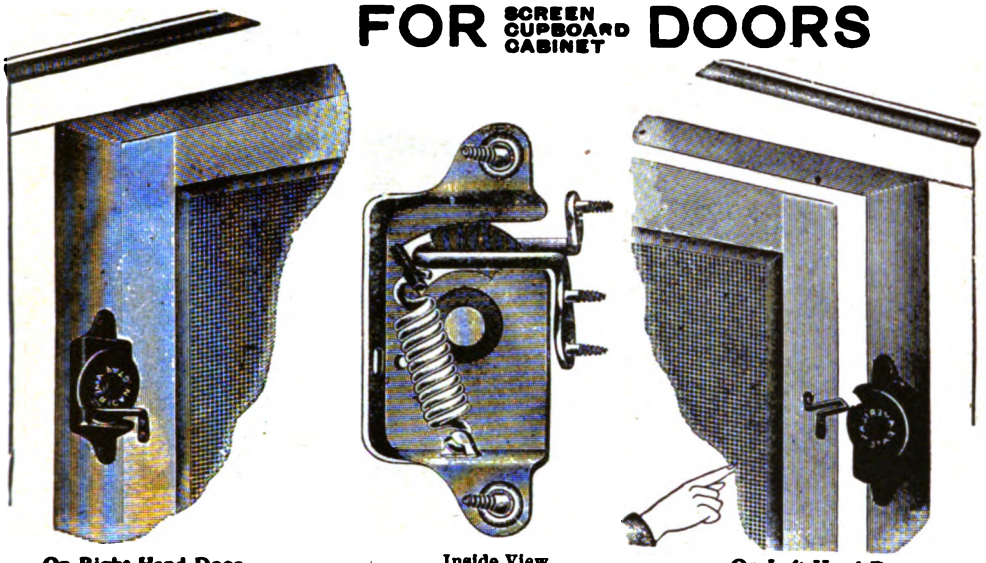
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THE No. 2 IMPROVED **AMERICAN SCREEN DOOR CATCH**

THE FAMOUS WHEEL CATCH

THE CATCH THAT LATCHES - - THE LATCH THAT CATCHES

FOR SCREEN CUPBOARD CABINET DOORS



On Right Hand Door — Inside View. — On Left Hand Door

WELL ADVERTISED—SELLS ON ITS MERITS.

The AMERICAN SHINER

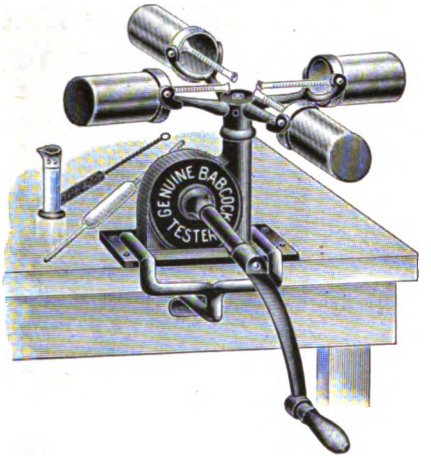


Including 3 steel lasts—men's, women's and children's; box Eagle brand shoe polish and polishing cloth.

All packed in strong pasteboard box, 3 lbs.

COLLEGE BABCOCK TESTER

For Testing Milk and Cream



Simple, accurate, durable. Runs like a watch. Working parts enclosed. Runs without noise, vibration or friction.

Outfit includes a full set of glassware, including test bottles, pipette, etc.

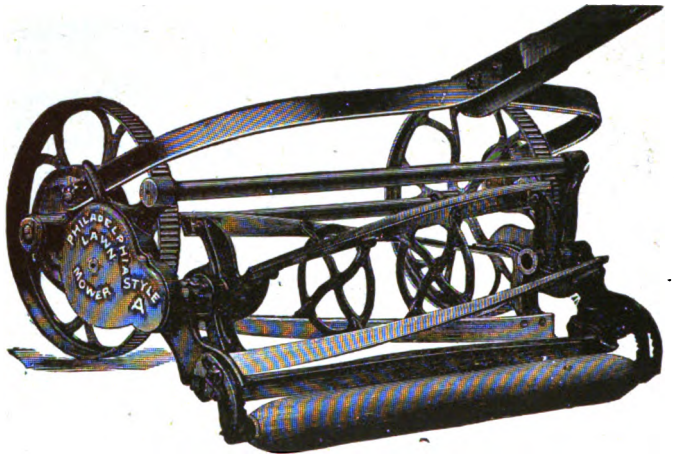
Each tester complete, packed securely in separate wood case. Weight, complete, 10 lbs.

American Hardware Mfg. Co., Ottawa, Ill., U. S. A.

1203 FULTON STREET

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Genuine Philadelphia Lawn Mower



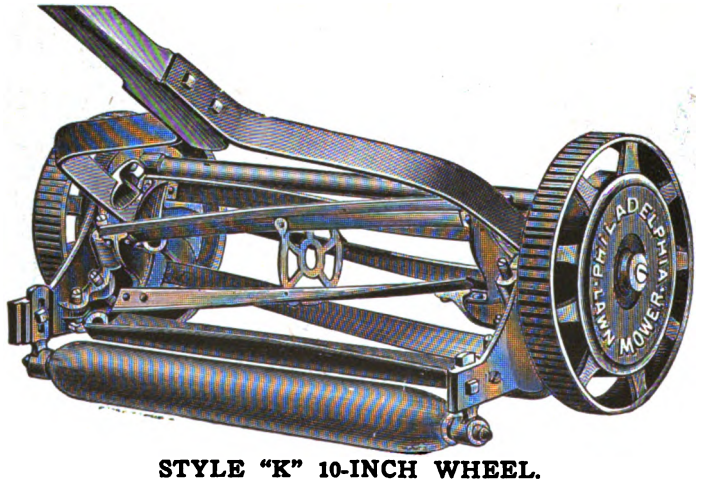
STYLE "A" ALL STEEL MOWER.

The Philadelphia Lawn Mower Company

3101 to 3109 Chestnut St., PHILADELPHIA, PA., U. S. A.

17 Styles Hand and 5 of Horse Mowers. 3 to 8 Blades, 6 1-2 to 12-inch Wheels

The Largest Line of High-Grade Mowers Made.
Some Are Adapted To All Markets of the World.



STYLE "K" 10-INCH WHEEL.

London Warehouse,
14 and 16 Scrutton St., Finsbury, E. C.

New York Salesrooms, 18 Warren St.
H. E. Sturtevant, Mgr.

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KAMPFE BROTHERS wish you a prosperous New Year, and thank all dealers for their past valued favors and co-operation.



Prospects are very promising for 1908, and we trust dealers who have been very conservative in the latter part of the year in making their purchases and now find their stock depleted, when replenishing their stock will not forget the old reliable

STAR SAFETY RAZORS

AND ACCESSORIES

It is the only Safety Razor that is giving universal satisfaction. WHY? Because it is made from the best material and by the most skilled labor.

It is made to shave all and every kind of a beard.

It is made into sets from $1.50 and upward, to suit all classes as well as masses.

It is sold at RESTRICTED RETAIL PRICES to insure a GOOD PROFIT to the DEALER.

It is NOT sold by jobbers, purchasing agents, middlemen or for premium purposes.

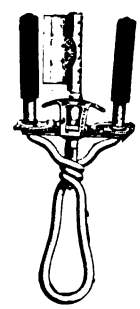
It is a Razor which is worth every cent we ask for it, and no one (consumer or dealer) can say that he is not receiving value for money invested.

It is more profitable for dealers to handle than any other Safety Razor and will make friends and customers for the dealer.

It is extensively advertised for the benefit of the dealer, and to assist him we will furnish a liberal amount of advertising matter and electrotypes for local advertising.



Send at once for our agency proposition, catalogue and discounts.



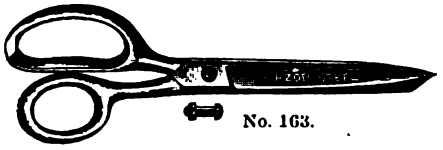
KAMPFE BROS.

8-12 Reade St., New York

☞ See Corn Razor Ad., Page 228

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QUALITY TELLS | THE ATLAS BRANDS | QUALITY TELLS



No. 163.

Embody All the Essential Features Required in a Good Running Shear, with an Exceptionally Fine Cutting Edge.

Send for Catalog No. 17

THE ATLAS SHEAR COMPANY

CAST SHEARS SCISSORS TINNER SNIPS

BRIDGEPORT, CONN., U. S. A.

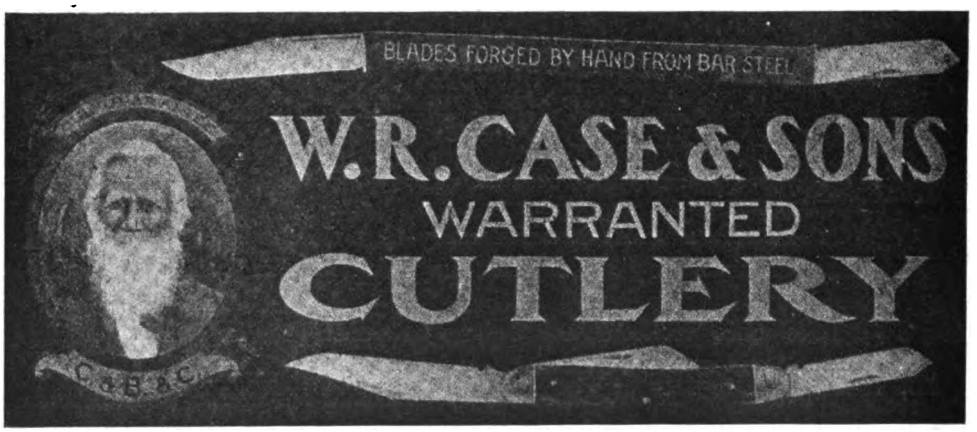


A Question of Quality

? ?

When a man buys an UN-X-LD Pocket Knife he gets a full measure of satisfaction—no question about it. It's a knife that has always "stood the test." We know, and so would you if we could get you to use it. It's full of good points simply because we have studied the "knife question" for years, and have embodied in the UN-X-LD cutlery everything that quality and good workmanship stands for. You won't go wrong if you stock up with UN-X-LD. Let's talk it over!

Northfield Knife Co., Northfield, Conn., U. S. A.



OUR goods are made and sold by us only. We save you the middleman's profit which should double your own and give you the benefit of *exclusive patterns* not found in catalogs.
Our goods are guaranteed to give satisfaction to the user.
Quality is our advertisement. A trial will convince you.

W. R. CASE & SONS,
Bradford, Pa.

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NEVER A DULL BLADE

See the "NEW BAR"



It Makes the Safety Razor Perfect

and shaving a delight. It draws the skin smooth just in advance of the blade which is held flat at the angle of the ordinary razor; shaving close, and pleasantly with no scraping. Barbers and some makers of old style razors claim that most safety razors scrape. The action of the **"Gem Junior"** with the "Bar" leaves absolutely no ground for such criticism.

If you are already using the "GEM Junior" and want a new frame fitted with the Bar, same will be forwarded at once on receipt of 25c.

PAT. No. 686143

The "GEM Junior" set complete includes silver nickle-plated frame, holder and stropping handle and 7 selected blades in attractive plush-lined case.

"GEM" JUNIOR SAFETY RAZOR WITH 7 SELECTED BLADES $1.00

NEW BLADES FOR OLD 7 EXCHANGED FOR 25¢



"GEM JUNIOR" $1.00 SET

Traveler's Outfit—a complete shaving set including brush, soap, triple silver-plated frame and twelve fine blades. All handily packed in beautiful case of Morocco Leather, plush and silk-lined, **$3.50.** A great comfort and convenience and takes up little room.

Every dealer should write at once for our new selling proposition of 1908.
Use one of the new Bar Razors, results will astonish you!

The Storiette, **"The Gentle Art of Self-Shaving,"** including a full course of shaving instructions, sent *free.*

GEM CUTLERY COMPANY
34 READE STREET, NEW YORK

30 years in business—we are the original Safety Razor Makers.

SEPARATE SET OF 7 "GEM" JUNIOR BLADES 50¢

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Ward Safety Razor

THE SIMPLEST RAZOR EVER MADE

The ONLY SAFETY RAZOR with the NATURAL SLIDING STROKE, cuts the beard and does not scrape it off like a hoe.

ONLY TWO PARTS, HANDLE AND BLADE EASILY CLEANED INSTANTLY ADJUSTABLE



Cut one-half size.

LARGEST PROFIT

Sold only through dealers. All inquiries from our big advertising campaign turned over to dealers in locality from which inquiries are received.

The selling of a WARD RAZOR means a satisfied customer, and we stand back of you in the guarantee.

More WARD RAZORS sold in same length of time on the market, and a smaller percentage returned under the thirty-day absolute guarantee than any other safety razor made.

THE WARD SAFETY RAZOR CO., 751 Star Bldg., 356 Dearborn St., CHICAGO



WILCUT SHEARS

SHEEP, GRASS, HEDGE AND HORSE

BUTCHER KNIVES

Columbian Cutlery Company,

Reading, Penna., U. S. A.

Formerly The Wilkinson Shear & Cutlery Co.

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QUALITY COUNTS

The Keen Edge Razor Strop

Made Wholly on Merit

Two thousand dealers selling the **Keen Edge Razor Strop** pronounce it the *best*, as it enlarges their strop business with profits of over one hundred per cent.

OUR BUSINESS

increased during past six months *more than one hundred per cent.*

OUR FACILITIES

for supplying trade and filling orders *promptly* are of the best. Write us for catalogue and quotations for *special offer* we are making the trade and with which we furnish *free* Hangers, Sign Cards, and other Advertising matter.

All Goods Guaranteed

EDDY MANUFACTURING CO.

Makers of Keen Edge Razor Strops

Worcester, Mass., U. S. A.

'Ever-Ready' 12 Bladed Safety Razor $1



We *know* and *guarantee* that the Razor isn't made at any price that is the equal of the *"Ever-Ready" 12-Bladed Dollar Safety Razor.* The biggest magazine advertising ever made for a safety razor is now on. You'll sell the Ever-Ready razor ten to one of its imitations. Put your money into quick, sure and guaranteed sellers and make good profits and plenty of them. **Write for sample and catalog.**

AMERICAN SAFETY RAZOR CO., Inc., 320 Broadway, New York

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"Bestyet" Stropper



This cut "shows" **GILLETTE** blade inserted—ready for use.

The **"BESTYET" STROPPER** is indeed the *best* yet. It enables you to strop **BOTH EDGES** of your blade **WITHOUT** taking it out of the frame (the old way) **BOTH EDGES BEING EXPOSED** (see cut above).

The **"BESTYET"** is constructed on **SCIENTIFIC PRINCIPLES.** The **EVEN BALANCE,** and the **THICKNESS,** assures a **PERFECT** bevel and an **EVEN** stroke, the result of which enables you to strop your blade to **PERFECTION.**

Those using the **GILLETTE** razor, also **ALL** other razors with **DOUBLE EDGE** blades, can, by using the **"BESTYET"** use the blades **MANY** times, thus reducing the cost of shaving to a **MINIMUM,** to say nothing of the **COMFORT** derived by giving your blade a few strokes on **ANY KIND** of a strop with the **"BESTYET" STROPPER.**

PRICES: 50 cents each; $4.00 per dozen; $36.00 per gross. **FOR SALE BY ALL FIRST CLASS JOBBERS.**

JOHN G. BESTGEN & CO., Patentees and Manufacturers, 161 Summer St., Boston, Mass., U. S. A.

IT IS NOT EXPERIENCE ALONE THAT MAKES **HEINISCH**



TAILORS' SHEARS, TRIMMERS, SCISSORS, TINNERS' SNIPS, Etc., known everywhere as the

"BEST IN THE WORLD"

But practical improvements that eighty-two years of experience made possible.
It pays to sell Shears of a Known Quality.

R. HEINISCH'S SONS CO., Newark, N. J., U. S. A.
New York Office and Salesroom, 155 Chambers Street.



PERFECTION SCISSORS GRINDER

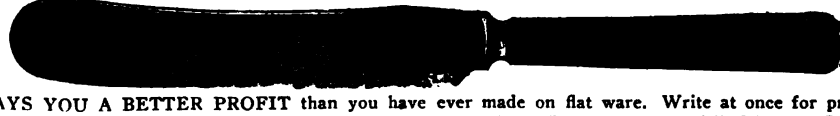
Why be with a pair of dull scissors when any man, woman or child can grind a pair on this Machine in one minute? This Machine works Automatically and is built of the best material; will last a life time; price $15.00. Liberal discount given to the trade.

Manufactured By V. P. BUCK, 82 Lincoln St., BOSTON, MASS.

WHY DON'T YOU SELL

SOLID **YOUREX** SILVER

KNIVES, FORKS, SPOONS? COSTS YOU LESS than **THE** standard plated knife. Is absolutely better than is possible to make a plated knife and looks better after use.



PAYS YOU A BETTER PROFIT than you have ever made on flat ware. Write at once for prices.

ASSOCIATED SILVER COMPANY, 152-158 LAKE ST., CHICAGO, U. S. A.



We make Highest Grade Knife Blanks for Manufacturers and Silver Platers; made by the old process of Forging and Hand Grinding. It is impossible to turn out goods equal to ours by Automatic Machinery.

May We Figure on Your 1908 Requirements?

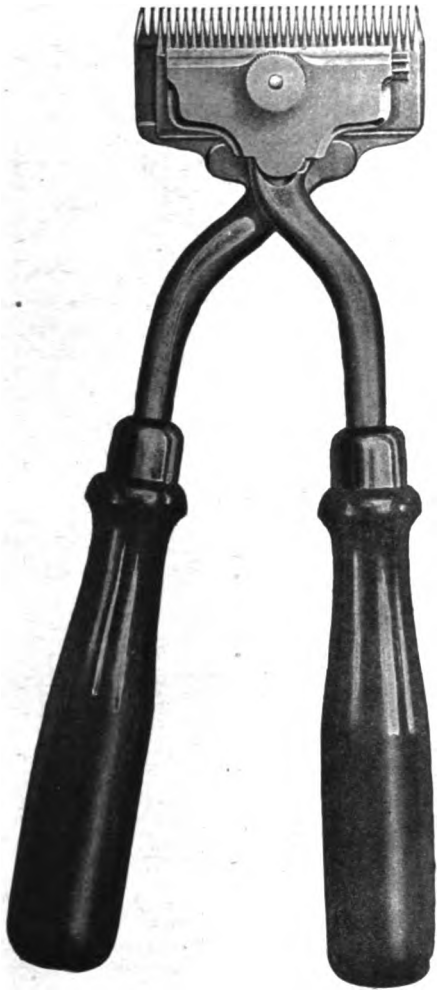
THE UNION CUTLERY & HARDWARE CO.

UNIONVILLE, CONN.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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COATES CLIPPERS



There must be some virtue in a clipper that increases in sales to such an extent that even doubling and tripling the production fails to overstock it.

Well there is—In the first place it is a beauty.

The principle for distributing the tension is correct.

The concave grinding is a feature.

The idea of testing each plate to a constant tone pitch is good.

Added to this the **Coates** clipper methods make it sell.

TRY IT AND BE CONVINCED

COATES B. B. 159

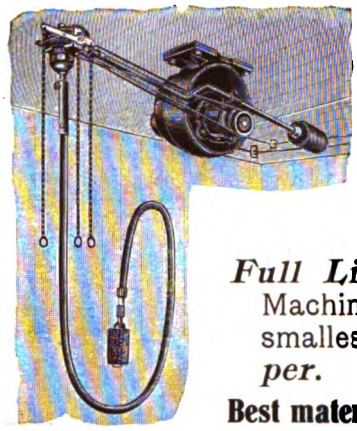
Coates Clipper Manufacturing Co.

WORCESTER, MASS., U. S. A.

Sole Selling Agents

JOHN H. GRAHAM & CO., 113 Chambers St., New York

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PRIEST'S CLIPPERS

Priest's Single No. 9
A Perfect Power Clipper and Groomer for One Operator. Direct Connected Electric Power.

Full Line—The Largest Power Machines to the lightest and smallest *barbers' hand clipper.*

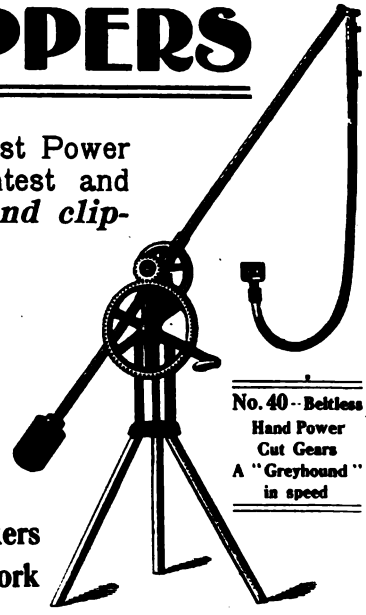
Best materials only used.

All parts interchangeable: *reduces cost of maintenance.*

Why not get posted?

Ask for Catalogues!

Jobbers quoted on request.



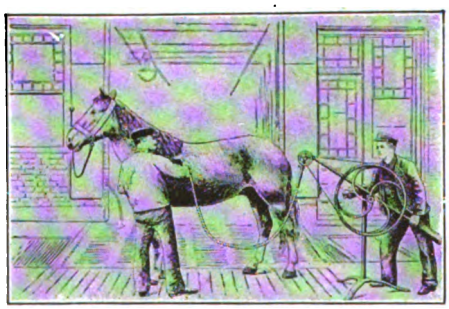
No. 40—Beltless Hand Power Cut Gears
A "Greyhound" in speed

American Shearer Manufacturing Co., Makers
Wiebusch & Hilger, Ltd., Selling Agents, New York

THE CELEBRATED

Gillette Horse Clipping AND Grooming Machines

¶ We are the only manufacturers in the world that make and sell Horse Clipping and Grooming Machines *only.* We do not make anything but Horse Clipping and Grooming Machines. *We have no Hardware Specialties.*



¶ We are so far in advance of other Machines in improvements *that we really have no competitors.* Gillette Machines give satisfaction in every way.

¶ Our claim is as broad as words can make it. The Gillette Clipping and Grooming Machine is *better* than *any other* Clipping and Grooming Machine *in every particular.*

¶ Send for our 1907 Catalogue and read about our New Patent Chain and Grooming Brush.

Gillette Clipping Machine Company 110, 112, 114 W. 32d Street NEW YORK, N. Y.

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FORSCHNER'S XXXX BRAND



Butcher Knives

Made of Special **Damascus Steel,** carefully tempered and ground, combined with best workmanship. *Superior to all others.* Each blade warranted.

Write for Catalogue.

Chas. Forschner & Sons
206 East 19th Street
NEW YORK, U. S. A.

We not only SELL YOU

KEEN KUTTER

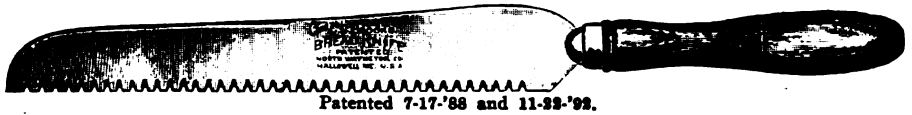
Tools and Cutlery but we

Help You To Sell Them

At A Satisfactory Profit

The Public Knows About Them—
They're Advertised

The Original Non-grind-off-toothed Bread Knife



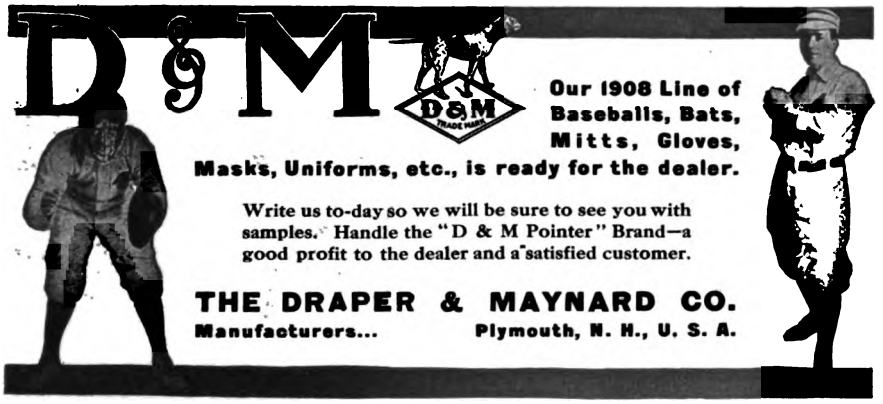
Patented 7-17-'88 and 11-22-'92.

UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

D & M



Our 1908 Line of Baseballs, Bats, Mitts, Gloves, Masks, Uniforms, etc., is ready for the dealer.

Write us to-day so we will be sure to see you with samples. Handle the "D & M Pointer" Brand—a good profit to the dealer and a satisfied customer.

THE DRAPER & MAYNARD CO.
Manufacturers... Plymouth, N. H., U. S. A.

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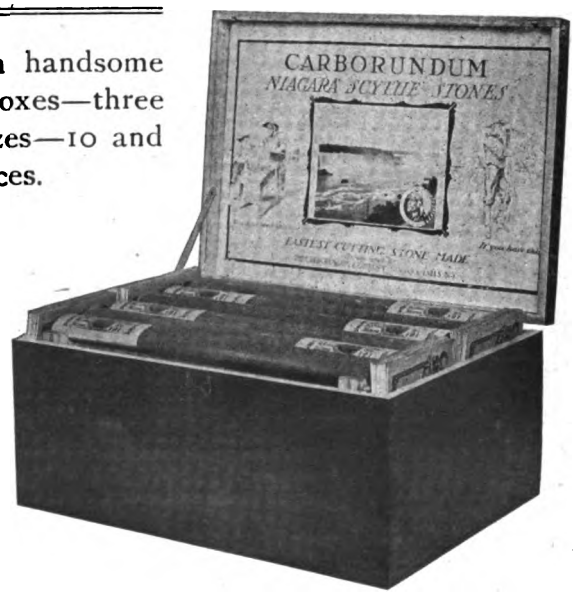
CARBORUNDUM



Niagara Scythe Stones

Last longer, cut faster, put a keener, more lasting edge on the scythe or grass hook than any other stone ever produced. Scythes never need to be ground if Niagara Scythe Stones are used.

Put up in handsome display boxes—three dozen in a box—two sizes—10 and 12 inch—Write for prices.



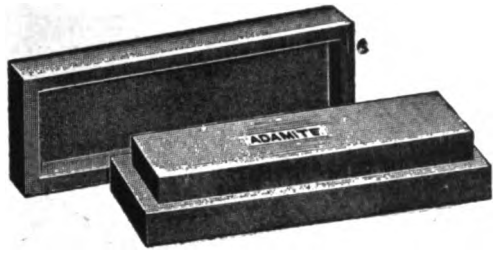
This is the Scythe Stone that will make you a reputation—

The Carborundum Company

Niagara Falls, N. Y.

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"Adamite" Oil Stones



That Cut Faster and Last Longer than Other Makes

In all standard shapes and for every purpose. Made from the hardest and toughest electrical product, "***ADAMITE***"

ALSO

The Largest Manufacturers of RAZOR HONES in the World

We want responsible Agents everywhere. Send for Catalogues No. 1 and 2 and buy direct from the manufacturers.

NIAGARA OIL STONE CO., No. Tonawanda, N.Y., U.S.A.

HANDLE THE RHODES DOUBLE CUT PRUNING SHEARS



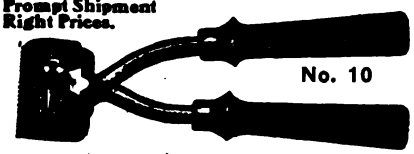
and make over 40% profit. Advertised in all the Fruit Journals. Demand established. All goods delivered. The only pruner **made that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes. Write for circular and prices.**

RHODES MFG. CO., 22 N. Pine St., GRAND RAPIDS, MICH.

HOTCHKISS CLIPPERS

Simple in Design Elegant in Finish

Standard Quality and Workmanship Guaranteed. Prompt Shipment Right Prices.



Send for Descriptive Catalogue and Prices.

EDWARD S. HOTCHKISS
Railroad Ave., BRIDGEPORT, CONN.

Mr. Merchant:

Do You Want a Catalog—

THAT quotes net wholesale prices?
THAT saves you money on every purchase?
THAT is issued a monthly?
THAT goes to Hardware Merchants only?
THAT helps you compete with the "Catalog" house?

WE ISSUE JUST SUCH A CATALOG.
It is yours for the asking. Mention H96.

THE ROOT BROS. CO.
PLYMOUTH, OHIO

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QUICKEST SELLERS—QUICKEST PROFIT

HAMILTON RIFLES

Model No. 27



No. 27 is our latest and newest type of the popular Hamilton Rifle—Hammer actionof few parts and exceedingly simple—an automatic ejector which releases shell when barrel is "broken down."

The outer jacket of barrel and all working parts are of steel, having a beautiful blue-black gun finish, the stock and forearm being so designed as to give symmetry and style not usual in moderate priced rifles.

The length over all is 30 inches.

PRICE
$1.50



The barrel is tapered, 16 inches long, fitted with front knife and open rear adjustable sight and chambered for R. F. .22 caliber short and long cartridges.

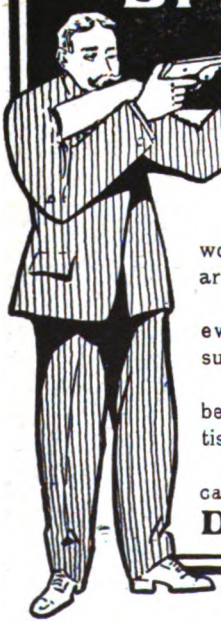
Weight, 2½ pounds; packed in cases of ten each, weight of case being 30 pounds.

UNSURPASSED IN STRENGTH, DURABILITY AND ACCURACY.

Send for our Circular describing Models No. 23, Bold Action type, $3.00; No. 19, Lever Action, $2.00 No. 15, Lever Action, $1.50. Manufactured by

THE HAMILTON RIFLE CO., Plymouth, Mich., U. S. A.

The Daisy Brings Down The Dollars



IF you've ever sold them, you know. If you haven't you are letting pass the opportunity to draw a good many dollars your way.

Think of it—the boys who own Daisy Air Rifles to-day would make an army larger than the combined standing armies of the world.

And the beauty of it is, more air rifles are being sold every day. Don't fear that the trade will ever be fully supplied, until the supply of boys gives out.

The demand exists this minute right in your town—we've been boosting it year after year by means of magazine advertising that reaches over Four Million boys and their parents.

Seems as though it was up to you. Why not write for catalog and name of our nearest distributor?

Daisy Mfg. Co., Plymouth, Mich.

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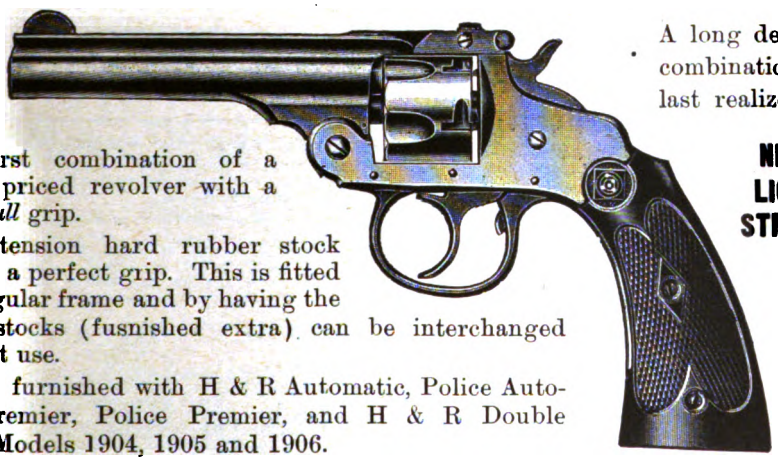


SAVAGE HIGH POWER AMMUNITION

SAVAGE 303 and 30-30 cartridges have a velocity of over 2,000 feet per second, and all Savage cartridges exceed in high velocity. ¶ Because of this high velocity, Savage Ammunition has flat trajectory and therefore greatest accuracy. ¶ During a recent test a Savage 303 calibre rifle firing full jacketed bullets bored completely through a five-foot white wood block, and after traveling a distance of fifty feet, then punctured a 2-inch hemlock plank backing the target. ¶ We mention this as invincible proof of the tremendous power of a Savage Rifle and Savage Ammunition working together. ¶ If you shoot with a Savage you will increase its efficiency many per cent. by using Savage Ammunition. ¶ But whether you carry a Savage or some other, carry Savage Ammunition next trip. ¶ Its well-known accuracy and power make it the standard ammunition. ¶ Savage Ammunition is as sure as Savage Rifles. That's all you need know about it. There is no "just as good" substitute. ¶ Order of us direct if your dealer doesn't carry Savage brand.

SAVAGE ARMS CO., 551 Savage Avenue, UTICA, N. Y.

THE NEW H&R TARGET GRIP



A long desired combination at last realized.

NEAT
LIGHT
STRONG

The first combination of a medium priced revolver with a perfect *full* grip.

An extension hard rubber stock affording a perfect grip. This is fitted to the regular frame and by having the regular stocks (fusnished extra) can be interchanged for pocket use.

Can be furnished with H & R Automatic, Police Automatic, Premier, Police Premier, and H & R Double Actions, Models 1904, 1905 and 1906.

Look for the target trade-mark

Supplied by the jobbing trade. Leading dealers everywhere sell H & R Firearms. Write for catalog.

Harrington & Richardson Arms Co.

222 Park Avenue, Worcester, Mass., U. S. A.

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MARTIN TRADE MARK

Folding Pocket Skates

No Keys, Heel-Plates or Screws NO BULK, NO BOTHER.
A pair in a wallet may be carried the breast pocket or a lady's muff.

ending Jobbers. Ask for Catalog. MARTIN SKATE CO., Boston, Mass.

"VELVET TREAD" Simplest and Strongest

Our Aluminum, Steel and Fiber Wheels have become popular with all skaters.

WE CARRY A FULL LINE OF RINK EQUIPMENTS

CHICAGO ROLLER SKATE CO., 65 So. Canal St., CHICAGO

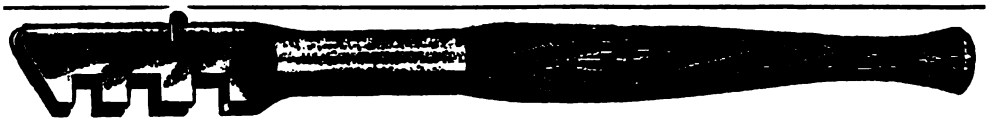
WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES

WE are the oldest and largest manufacturers of skates in the world. Our lines are the most complete on the market, and are made in all styles and grades.

When writing for catalogue please let us know whether you are interested in Ice or Roller Skates.

THE SAMUEL WINSLOW SKATE MFG. CO.
Worcester, Mass., U. S. A.
ew York, 84 Chambers St. London, 8 Long Lane, E. C



The "King of Glass Cutters" are made to cut—the rolls are manufactured from the finest Novo steel, with sheet steel heads and nickel-plated shank. *Our prices are all right.*

THE HART MANUFACTURING CO., Unionville, Conn.



THE CITY GEM

WE FURNISH A SAMPLE FREE

for canvassing in those cities where new service is being established.

ASK ABOUT IT

Also for our Catalog "E."

THE CITY GEM
HOUSE BOX

for city deliveries.

WITHOUT DOUBT THE MOST POPULAR box on the market, because appearance and price are *right.*

It has a protected drop-letter slot and an outside paper and parcel holder.

When the door is opened the mail is brought forward in convenient manner for removal.

FURNISHED IN FOUR FINISHES

Aluminum, dull black, copper and lemon brass with glass front or without.

AN ORNAMENT TO ANY HOME

Your Jobber can furnish it, or write us.

THE PECK-HAMRE MFG. CO.
BERLIN, WIS.

Makers of
The Gem No. 4, with self-closing door.
The Jewel 25c. all steel barn door latch.
The Gem Latch, for sliding barn doors.
The Automatic Nail Keg Truck.

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BARNEY & BERRY

ICE SKATES ROLLER





Will be in demand while the cold weather holds, and stocks should be kept up accordingly

YOURS FOR QUALITY

BARNEY & BERRY, Springfield, Mass., U. S. A.



Richardson Single Track Expert Roller Skate : : :

The only practical two-wheel Skate on the market. Embodies the same oscillating action as our regular four-wheel Skate. Designed especially for expert and professional skaters. We manufacture the most complete line of high-grade Roller Skates on the American market. We carry a full line of everything pertaining to the rink business, including mechanical military bands, maple flooring, surfacing machines, admission, skate and wardrobe tickets, lithographs, electrotypes, etc. Send for catalogue. Tells how to open and operate roller rinks.

RICHARDSON BALL BEARING SKATE COMPANY, 501 Wells St., Chicago

Union Hardware Company

TORRINGTON, CONN., U. S. A.

New York Office: 95 Chambers Street

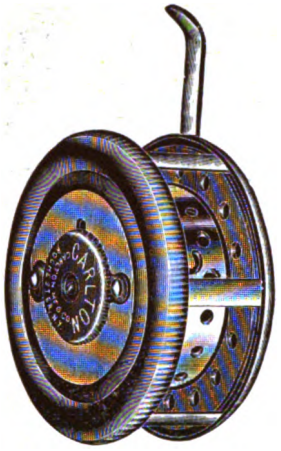
Roller Skates

We make all styles. Rink or Extension. Plain or Ball Bearing. Men and Women's

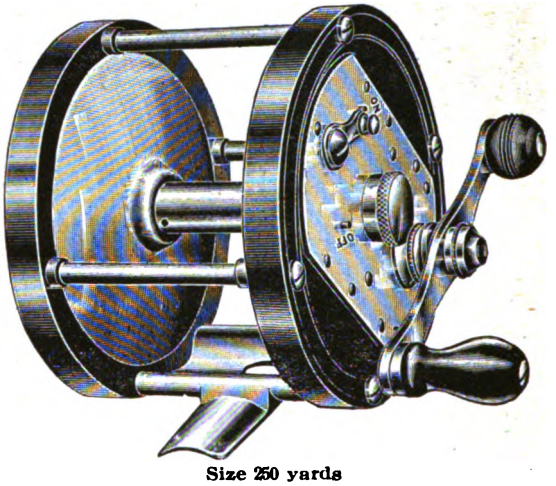


No. 15 Men's Ball Bearing Rink Skate. Hemacite or Steel Rolls.

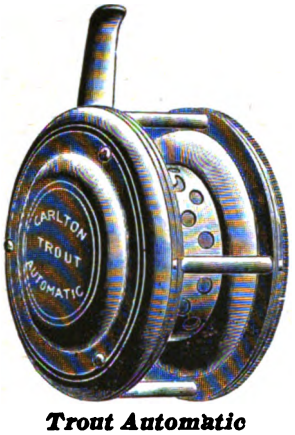
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Bass Automatic



Size 250 yards
Ocean King



Trout Automatic

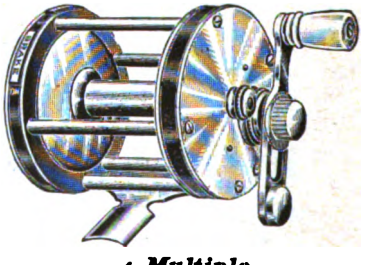
THESE ARE PART OF OUR

DEALERS MONEY MAKING FRIENDS

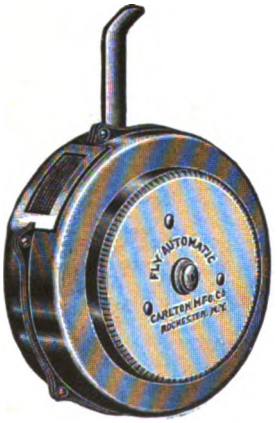
SEND FOR NEW CATALOGUE AND PRICES

ROCHESTER REEL CO.

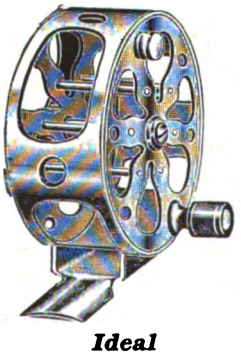
ROCHESTER, N. Y., U. S. A.



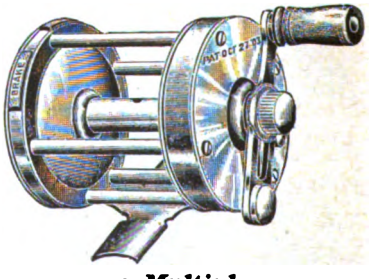
4 Multiple



Fly Automatic



Ideal
Same style in German Silver and Aluminum
Weight 2 ozs.



9 Multiple

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Steel Fishing Rods

Good Season There is every indication that the coming season will be a good fishing tackle season. Right now is the time to go over your stock carefully and see if you have as many **"BRISTOLS"** as you need. Remember that our advertising campaign in big magazines, national weeklies, sporting journals and boys' publications, having over twenty-five million readers, is sure to make a splendid **"BRISTOL"** season. Are you ready and do you want the business? Put up the **"BRISTOL"** sign and the people who are looking for **"BRISTOL"** Rods will come to you.

Beautiful Translucent Signs, Calendars and Catalogues, also fine fishing cuts, booklets and other advertising material for the progressive dealer. **"BRISTOLS"** sell. They are not dead stock. They make money for the dealer because there is a steadily growing market for them. Order more **"BRISTOLS."** You will need them.

The Horton Mfg. Co., Bristol, Conn., U. S. A.

R. N. SCOTT, Canadian Representative
200 McGill St., Montreal, Quebec

THE MINNOW THAT SWIMS

The Best Seller on the Market



K. & K. Animated Minnow
Swims and has all the action of a live minnow. No lures, no spinners—just an artificial shiner jointed so as to produce active, lively movements. Rights itself in water instantly. When bass strikes, the minnow pulls away from the fish. For casting or still fishing—stream or lake. Bass size $1.00; large sea-bass or muscallonge, $1.50.

K. & K. MFG. CO., Dept. H., TOLEDO, OHIO.

Send for Booklet and Trade Discount

THE

Air-Cooled and Water-Cooled



Runabouts and Touring Cars

MOTOR VEHICLE CORPORATION, New Britain, Conn.

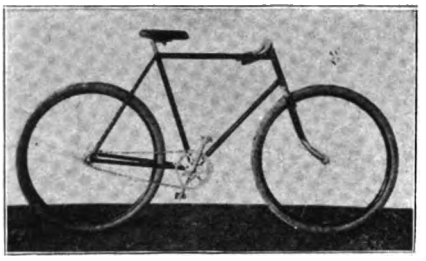
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ADLAKE BICYCLES



CROWN BICYCLES

MORE SOLD THAN EVER



ARE YOU SELLING YOUR SHARE?

BICYCLES WITH GENUINE FAUBER ONE PIECE CRANKS ARE BETTER AND SELL BETTER

1908 CATALOGUE READY ALSO PRICES THAT WILL PLEASE YOU
SAMPLES SUBMITTED

GREAT WESTERN MANFG. COMPANY
LAPORTE - - - - INDIANA

Hohlfeld Hammocks
For Solid Comfort
For Dealer and User.



The Hammocks that Sell on Merit.

HOHLFELD Manufacturing Co.
Philadelphia, Pa.

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DON'T MISS A
GOOD THING



Cut Full Size.

CROWN SEAL CORK
NO. 4 WOODEN
NO. 4½ METAL
MOUNTED ON A
C. T. WILLIAMSON Wire Novelty Co.

OPENER LIFTER EXTRACTOR
TUBE
TUBE
1 or 2 DOZEN CARD
54 Badger Avenue NEWARK, N. J.



Now is the Time

for every DEALER to examine our large line of Cork Screws, Ice Picks, Cork Pullers, Ice Cream Dishers, Ice Cream Spoons, Lemon Squeezers, Lime Squeezers, etc., for 1908 business. We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements. Finely illustrated catalog with prices and discounts will be forwarded to all dealers on request.

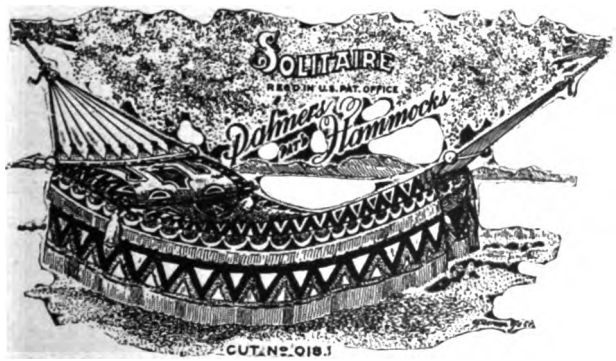
ERIE SPECIALTY CO., ERIE, PA., U.S.A.

Palmer's Hammocks

AND ACCESSORIES

SEND FOR 1908 ILLUSTRATED CATALOG

Awning
Mosquito
Nets
&
ROPES
&
HOOKS,
etc.



Hammock
Supports
&
Hammock
Awnings
&
Trapeze
Suspension
Bars
&
Hammock
Mosquito
Nets

The I. E. Palmer Co.

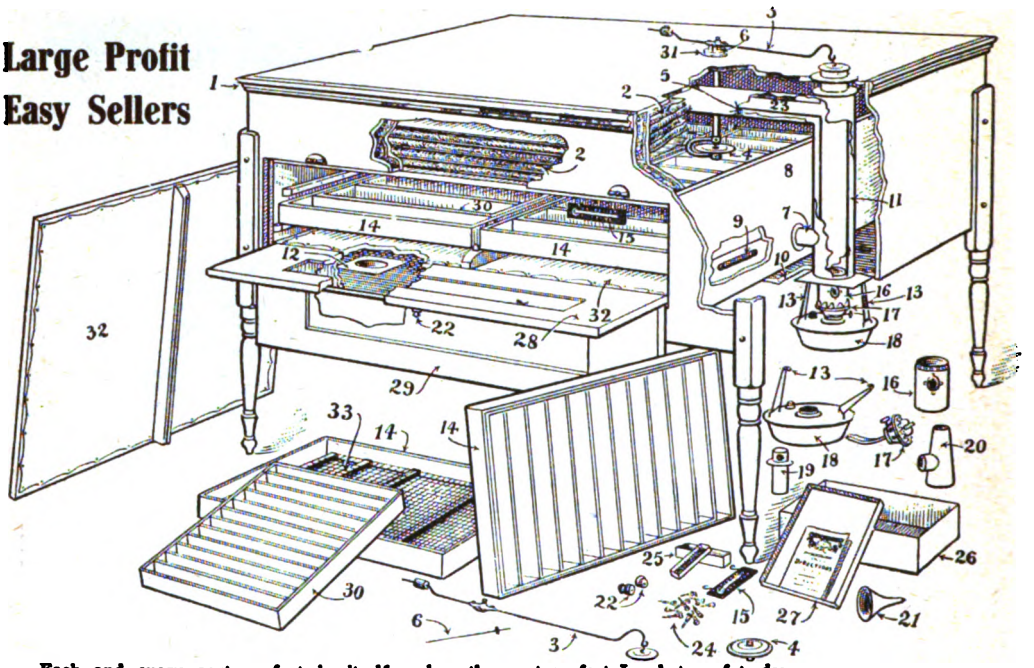
MIDDLETOWN, CONN.

New York Office: 55 Worth Street

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THE RELIABLE INCUBATORS

Large Profit
Easy Sellers



Each and every part perfect in itself makes the most perfect Incubator of to-day. The result of 30 years' experience. Hardware men, we want you to sell our machine. It costs nothing to try. Write to-day for particulars and our large Catalogue. Address

RELIABLE INCUBATOR & BROODER CO., Box 700, QUINCY, ILL.

Glascock's Racers

"The Money-Makers" For You



The Strongest, Speediest, Most Elegantly Finished Hand Cars on the market. Built in four sizes for both boys and girls.

Advertised in all the leading magazines for your benefit.

Write for our illustrated catalogue. We have real talking points.

GLASCOCK BROS. MFG. CO., Muncie, Ind.

DEALERS, WE MAKE



BIG AND LITTLE

WATER MOTORS



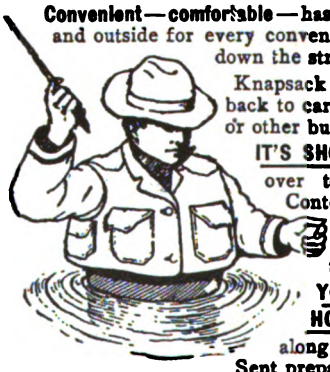
"Really and truly," the only line which will be found satisfactory from the standpoint of the dealer and user. Why not put a few in your show window and let us refer our inquirers to you?



LIPPINCOTT W. M. & I. CO.
Newark, N. J.

JARVIS FISHING COAT

For Wear With Waders



Convenient—comfortable—has pockets inside and outside for every convenience for a trip down the stream.

Knapsack pocket on the back to carry lunch, shoes or other bulky articles.

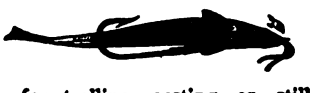
IT'S SHORT—just laps over top of waders. Contents of pockets can't get wet unless you have to swim.

YOU'LL WONDER HOW you ever got along without one.

Sent prepaid on receipt of price. Army Khaki Cloth each $3.50. Heavy Tan Duck each $3.00.

Order One Today.

JARVIS BAIT HOOK



for use with live salted or pickeled minnows, for trolling, casting or still fishing. Holds minnow in natural position; it can't double up in a lump as with other hooks. Just naturally tempts the fish; then hooks him. Best catcher ever devised. Per dozen $1.00. Send 10c for sample and complete information or ask your dealer.

W. B. JARVIS CO., Grand Rapids, Mich.
28 Canal Street.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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TIN CASH BOXES

The Cheapest and Best

Prompt Shipments for 1908.

Fishing Tackle Boxes
Tin Letter Boxes, Etc., Etc.



MERRIAM MFG. CO.

DURHAM, CONN.

EVERYTHING IN
Tin Boxes for Hardware Stores

1908 BICYCLES



We want every Hardware and Sporting Goods dealer to realize that the bicycle business increased in 1907 and there is every indication of good trade in 1908.

CATALOGUE IS READY

We want to send our Catalogue No. 40 and show you how you can add to your profits. We carry a complete stock and are the largest jobbers of Bicycle Goods in the East. Special inducements are offered for early orders. Will you write us?

BICYCLE AGENTS WANTED

Our line is most complete, containing wheels to retail at $20 to $50.

Let us send you samples at our low net quotations and if you are not more than satisfied we will pay the freight both ways. We believe in the bicycle business. We believe we can help you to make money and we would like a chance to prove it. Catalogue free.

NEW YORK SPORTING GOODS CO.

17 WARREN STREET NEW YORK, U.S.A.

BLACK Silk STOVE POLISH is the NAME



THANK YOU

For the increased business given us in 1907

We wish you a prosperous business in the New Year, and will be glad to know that you will continue to use Black Silk Stove Polish.

STERLING, ILL., U. S. A.

The Home of Black SILK Stove Polish.

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The Greatest Light of the Age

The New Kerosene Mantle Burner

Is the Best and Cheapest Light in the World

It Cannot Explode. 100 Candle Power Six Hours for One Cent

It Burns a Mantle

Six times as bright as a central draught lamp, at 1-6th the cost. A central draught lamp costs $12 a year to maintain—the "Mantle Lamp" costs $2. Ten times as bright as electricity at 1-10th the cost: 15 per cent. brighter than incandescent gas light at 1-6th the cost. Can be turned low and will not smell or smoke—a splendid lamp to burn all night. Does not heat up like a central draught lamp. The wick needs no trimming and never wears out. It will not heat the oil fount. Chimneys are German Jena glass and will not break from heat or water.



G. COHN, Importer
335 BROADWAY, N. Y. CITY
Sole Agent for United States and Canada
Agents Wanted for Open Territory

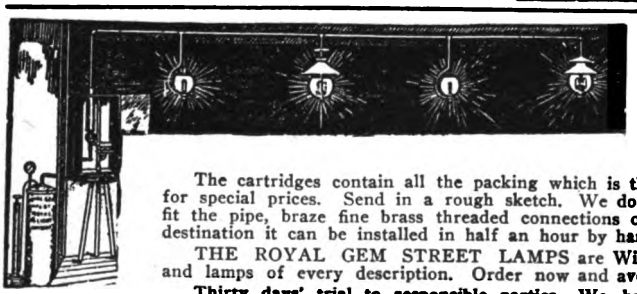
FREE TO DEALERS

Valuable information and a 128 page encyclopedia of money making profitable Auto Supplies.

Hardware dealers all over the country are now increasing their business by handling Auto Sundries, so don't wait until your competitors get all the trade.

WRITE TO-DAY and get our trade discount sheet and increase your business for 1908.

THE MOTOR CAR EQUIPMENT CO.
Manufacturers and Jobbers of
AUTO SUPPLIES
55 Warren St., NEW YORK



The Celebrated ROYAL GEM

Works All the Time

The cartridges contain all the packing which is the vital part of the system. Write now for special prices. Send in a rough sketch. We do 90 per cent. of the work. We cut and fit the pipe, braze fine brass threaded connections on same so that when the plant reaches destination it can be installed in half an hour by hand, and in operation.

THE ROYAL GEM STREET LAMPS are Winners. A splendid Hollow Wire System, and lamps of every description. Order now and avoid the rush a little later on.

Thirty days' trial to responsible parties. We have the goods and are not afraid to demonstrate the fact.

We can furnish the inverted lights for either system if desired.

ROYAL GAS LIGHT CO., 214 E. Kinzie St., CHICAGO



Just What

The People Want!

An absolutely sanitary, non-breakable and non-leakable

GLASS FLASK

with metal pocket which protects the flask from breaking if tipped over and from cracking if heated. In every way better than any other Coffee Flask on the market. Please your customer, enlarge your profit, build up your trade.

Write for Samples and Prices.

ASK YOUR JOBBER.

Manufactured by

A. BRUEBACH,

882 and 884 W. 21st St., CHICAGO

PREVENTS DRAFTS, DUST AND WINDOW RATTLING.



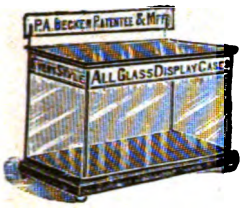
PATENTED.

IVES' PATENT Window Stop Adjuster.



The only Stop Adjuster made from one piece of metal with solid ribs and heavy bed that will not cup, turn or bend in tightening the screw. Manufactured only by The H. B. IVES CO., New Haven, Conn., U. S. A. (Fifty-page Catalogue Mailed Free.)

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ALL GLASS DISPLAY CASES

Are superseding the old frame bound. Shows goods more effectively; neat, refined in appearance. Adapted for all kinds of merchandise. Designer of nearly all display cases and advertising devices on the market. Prices unequaled.
Established 1892.

Write to

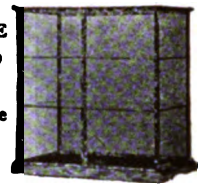
P. A. BECKER

10 De Kalb Ave., BROOKLYN, N. Y.

BEAT IT

A FINE CASE

16½ x 15 x 9
2 Doors
2 Shelves
Suits any store
Wood Boxed for
Price $3.00
Worth $6.50





SEASON OPEN

A Money Maker for the Dealer

The only adjustable window ventilator fitting any window

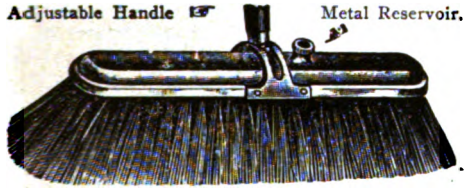
CARRIED IN STOCK SIZES

Write for our illustrated catalog and liberal discount to the trade; also an advertising proposition which costs you nothing and is bound to sell ventilators.

National Ventilator Company

149-151 So. Jefferson St., Chicago, U.S.A.

NOTHING SO DISGUSTING AS DIRTY FLOORS



Many a customer has been lost because of a dirty floor that spoiled a dainty gown. Many a dollar is lost daily by dust—damage to stock.

THERE IS A REMEDY

This brush is certain death to dust. The reservoir top feeds just enough kerosene to lay the dust and sweep clean. Does not oil the floor. Send for one on approval and see what it saves. We prepay express charges.

Liberal Discounts to Dealers in Quantities

MILWAUKEE DUSTLESS BRUSH CO., 120 SYCAMORE STREET MILWAUKEE, WIS.

FRIEDLEY-VOSHARDT CO., Inc.

MANUFACTURERS OF

Architectural Sheet Metal, Ornaments, Art Metal Ceilings, Finials, Cresting Weather Vanes, Galvanized Steel Tanks For All Purposes.

WITH A FULL LINE OF

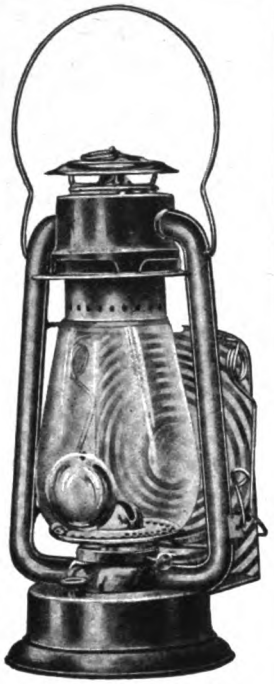
Sheet Metal Roofing, Conductor Pipe, Eave Trough. *Sheet Copper, Etc.*

SEND FOR CATALOGUE NO. 17

194-204 Mather Street CHICAGO, ILL.



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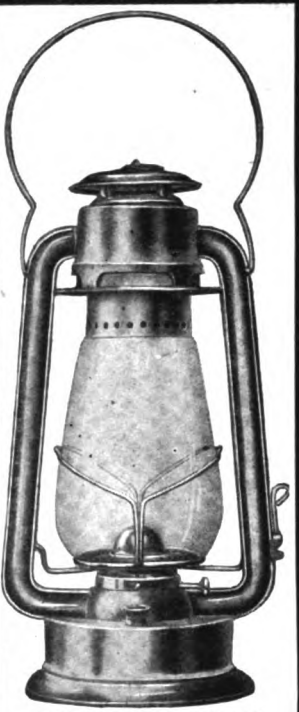
HAM'S "STERLING"

How Is Your Stock of Lanterns?

Now is a good time to replenish your lantern stock, and if you are not handling "HAM'S" goods it's a good time to try them. They are built scientifically correct and are superior in quality, style, finish and burning qualities, and are guaranteed to give perfect satisfaction. That's the kind of lanterns that you want to furnish your customers with; they're bound to please.

Write for one of our new catalogues. Address "Dept. L."

C. T. Ham Mfg. Co.
ROCHESTER, N. Y.



HAM'S "MATCHLESS"

Send for Our New Catalog of

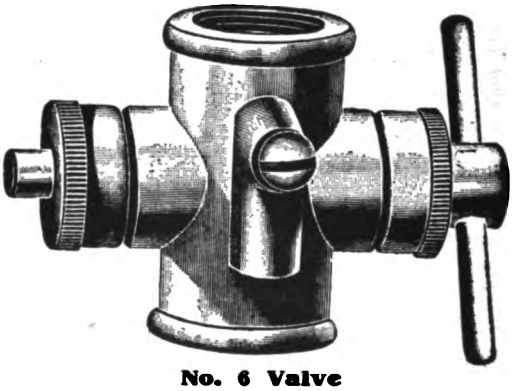
Cobblers' Outfits, Lasts and Stands

RIVETING MACHINES, CORN SHELLERS, HARDWARE SPECIALTIES, Etc.



OUR PRICES WILL PLEASE YOU

The Root Bros. Co., Plymouth, O.



No. 6 Valve

THE OAKMAN

Combination Valve for GAS ARCS

Will give you the convenience of Electric Lighting and Repay its cost in Mantle saving within a year.

OAKMAN MFG. CO.
210 Centre Street - NEW YORK

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Founded in 1828
But always Up-to-Date

Baeder, Adamson & Co.

PHILADELPHIA
NEW YORK
BOSTON
CHICAGO

Manufacturers of

Sand Papers

IN EVERY FORM

Flint Paper, Garnet Paper, Emery Paper, Emery Cloth

You take no risk on the Quality
We make only the Best!



The Handy Hammerless Tack

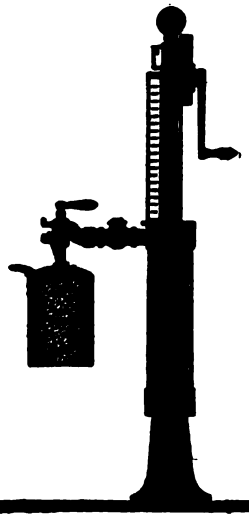
Celluloid Colors, Brass, Steel, and Numbers

Solidhed Display sells tacks



Supplied by jobbers
Hawkes-Jackson, Makers, New York

HOW TO RETAIL GASOLENE



Send For This Booklet

"How to Retail Gasolene" is written to acquaint the retailers of gasolene with the means of selling gasolene so as to increase his profits, decrease his labors, cut out all danger and guarantee pure, clean, and strong gasolene.

We want every dealer handling gasolene to send for this booklet.

S. F. BOWSER & CO., Inc.

Mfrs. Self Measuring Gasolene and Oil Storage Tanks

FORT WAYNE, INDIANA

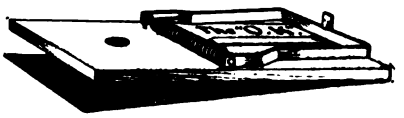
255 Atlantic Ave. Boston, Mass. | 299 Broadway New York City | 209-216 Fisher Bldg. Chicago, Ill. | 66-68 Fraser Ave. Toronto, Ont.

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ABINGDON TRAP COMPANY

ABINGDON, ILLINOIS, U. S. A.

RAT, MOUSE, GOPHER and GAME TRAPS



Ready For Action.

O. K. GOPHER TRAP

"IT" Mouse Trap. Buy it— Try it—



"IT"

A little trap with a big record.

Sure to catch and sure to hold.

The O. K. Gopher Trap we furnish both with and without sides. Directions for setting on each trap.

EASY TO SET



Cut Showing Gopher Approaching Trap.

BLACK EAGLE TEMPERED STEEL PAT. AUG. 21, 1900 BURGESS-NORTON MFG. CO. GENEVA, ILL. U.S.A.

HATCHETS

COMBINE

Quality, Style and Finish

AT A REASONABLE PRICE

SEVEN STYLES

Inquire of your Jobber or write Makers



YOUR stoves will sell much quicker, and at a better price, if polished with Black Kid Stove Polish.

This is the best of all the good stove polishes made.

Six or twelve five-pound cans to a case. Your jobber has it.

Established 1850 Incorporated 1891

Gerts, Lumbard & Co.

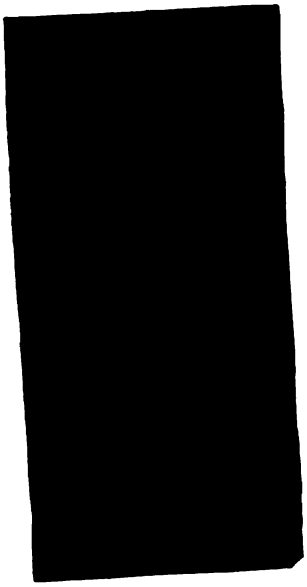
Brush Makers

Ask for our Special Hardware Catalogue "G"

208 and 210 Randolph St., CHICAGO, ILL.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Give Your Customers "The Horse"

"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With every order for Dixon's Graphite Axle Grease, we will give the dealer a quantity of these booklets to distribute among such customers as are interested in horses. ¶ Get sample copy 55-I of this booklet and see how valuable it is—free on request.

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J.

Snow Flake Axle Grease

TRADE MARK

The Grease to Buy

The Grease to Sell

The Grease to Use

The Snow Flake Axle Grease Company

MANUFACTURERS

FITCHBURG, MASS.

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THE MARTIN-SENOUR CO.

MAKERS OF

MONARCH HOUSE PAINT — 100 Per Cent. Pure

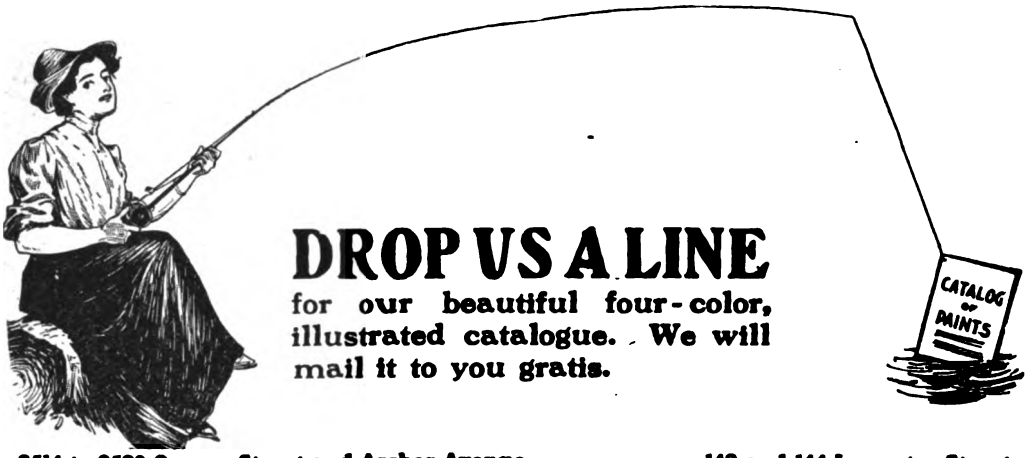
SENOUR'S FLOOR PAINT — (The Standard Brand)

RED SCHOOL HOUSE PAINT — The Reddest "Red" for Barns, Roofs, &c.

E-Z FLOOR AND FURNITURE STAIN — "Wont mar white" "Bears walking on"

MARTIN'S WHITE ENAMEL — "The white that stays white"

and a Full Line of Paint and Varnish Specialties.



DROP US A LINE

for our beautiful four-color, illustrated catalogue. We will mail it to you gratis.

2514 to 2520 Quarry Street and Archer Avenue
CHICAGO, ILLS., U. S. A.

142 and 144 Inspector Street
MONTREAL, CANADA

Let us tell you about

ALABASTINE



about our magnificent advertising campaign, what we can do for you locally to make Alabastine an important unit in your business and to bring new trade into your store.

We have something to offer that will make you money. Please write us

ALABASTINE COMPANY

GRAND RAPIDS, MICH. **NEW YORK CITY**



The Yale Lock has imitators—not competitors. A procession isn't a race.

YALE is the trade-mark of more than lock quality. It stands for selling helps.

Ask for samples of our night latch printed matter. It's as good as the lock.

It brings lock business—and other business. Write

Yale & Towne Mfg. Co.

9 Murray St., New York

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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GOSHEN SWEEPERS

ARE

PROFIT PRODUCERS

FOR

THE DEALER



They cost you less, but retail for the same prices as other makes, thereby netting you a much larger percentage of profit.

We have just prepared a new catalogue, giving descriptions and illustrations of our entire line, which we would be pleased to forward upon request. We sell direct to the dealer only.

GOSHEN SWEEPER CO.

GRAND RAPIDS, MICH.

"There is something good in the worst of us,
And there is something bad in the best of us;
So, it does not behoove any of us
To speak ill of the rest of us."



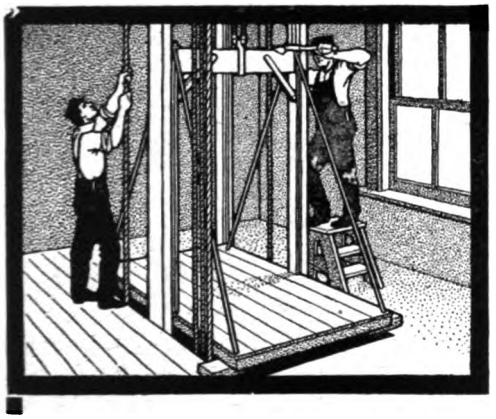
AN ill word has never been spoken about

CARY'S UNIVERSAL BOX STRAPPING

by any one who has given it a thorough and practical test. Our goods are sold all over the world. By striving to make them better we have made them the best. Catalogue, samples and discounts on application.

Cary Manufacturing Company

19 & 21 ROOSEVELT STREET
NEW YORK CITY



Easy to Erect

Eaton & Prince hand-power elevators are easily and quickly erected by any mechanic of ordinary ability because of the simplicity of their construction, and because of the complete working specifications we furnish with each elevator.

Eaton & Prince hand-power elevators are carried regularly in stock in Chicago in both corner-lift and center-lift pattens in various sizes.

Illustrated plans, details, sizes and prices in Folder No. 44 will permit you to *intelligently* order on the spot—send for it to

EATON & PRINCE COMPANY

CHICAGO



We are thereby enabled to ship promptly upon receipt of order.

E. & P. elevators combine economy and simplicity with superior service, safety and satisfaction.

ROOFING SLATE

SLATE BLACKBOARDS

Established 1884

E. J. JOHNSON CO.

38 PARK ROW, NEW YORK

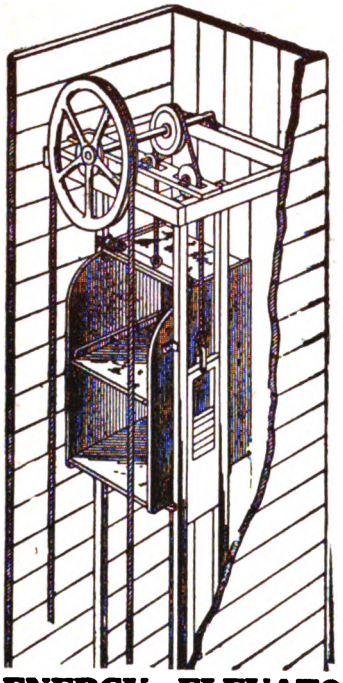
QUARRIES: Pennsylvania and Vermont

Prices quoted delivered anywhere. Booklet and complete Price List on Application.

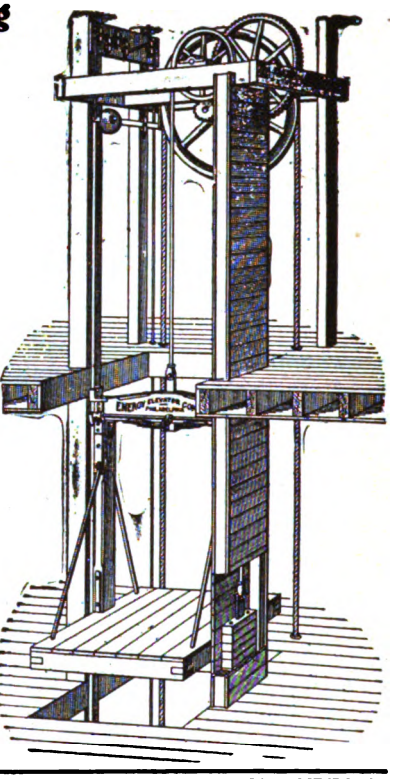
Wire Inquiries Given Quick Attention

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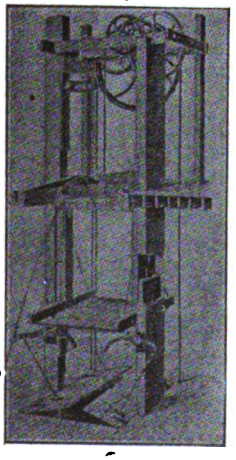
We shall be glad to send you Catalog describing



- The Little Beauty Dumb-Waiter
- The Rapid Transit Dumb-Waiter
- The Energy Dumb-Waiter
- The Little Giant Dumb-Waiter
- The Side Post Hand Elevator
- The Back Guide Hand Elevator
- Hand Power Passenger Elevator
- Carriage or Warehouse Elevator
- Belt Power Elevators
- Basement Lifts
- Power Attachments for Hand Elevators



ENERGY ELEVATOR COMPANY
214-218 New Street, PHILADELPHIA, PA.



ELEVATORS
AUTOMATIC HATCH DOORS DUMB WAITERS
And all Appliances for Same
Manufactured by
O'Neill Elevator Co.
926 Cherry Street, PHILADELPHIA, PA.
Send for Catalog

HOTTEST ON EARTH

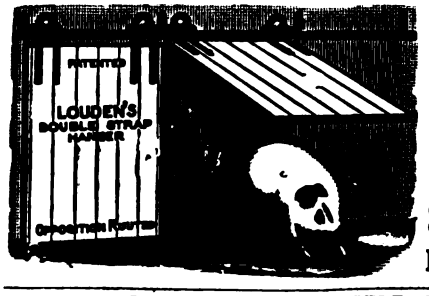


LET US PROVE IT
Small in size. Only two inches thick. Guaranteed.
No. 16 AUTO TORCH
Price each, $3.75 net
The Turner Brass Works
61 PARK AVE. SYCAMORE, ILL., U. S. A.

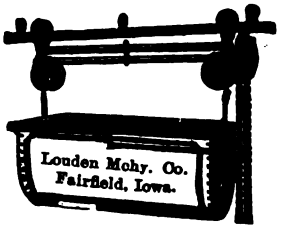
TURNBUCKLES



MERRILL BROS., Brooklyn, N. Y.



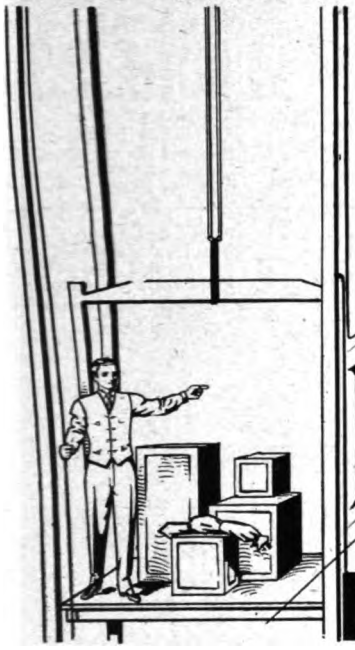
LOUDEN GOODS
Hay Carriers, Hay Forks, Hay Slings, Hay Rack Irons.
BARN DOOR HANGERS
FEED AND LITTER CARRIERS
Self Opening Ice Tongs, and other Hardware Specialties. "Positively no goods sold to Catalogue Houses." Send for Catalogue.



LOUDEN MACHINERY CO., Fairfield, Iowa

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FREIGHT ELEVATORS



Are the Very Essence of Economy in Pretty Near Any Business.

RAISE YOUR PROFITS

Don't Cost as Much as You Think

UNION Hand-Power

Are Durable, Safe and Inexpensive

WRITE FOR PRICES

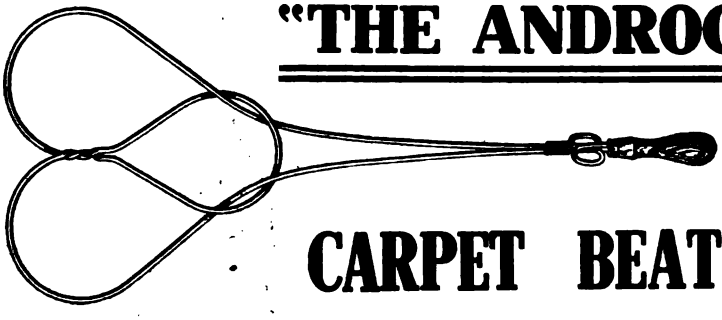
Union Elevator & Machine Co.

144-6 Ontario Street, CHICAGO

"THE ANDROCK"

Length 30 inches

Width 12 inches



Patent Applied For

CARPET BEATER

Is made of Spring Steel and has the right "feel."

Strikes a heavy blow, with but slight movement of the wrist, caused by the opposing coils near the handle, and the extra weight at the end.

Removes the dust quickly, because it covers a large area at every blow.

Handle riveted on so that it is impossible to get loose.

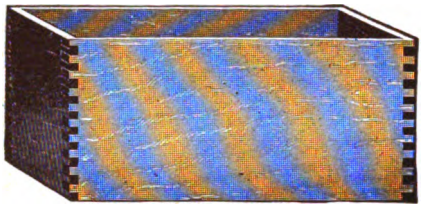
Write at once for catalogue and prices.

ANDREWS WIRE AND IRON WORKS

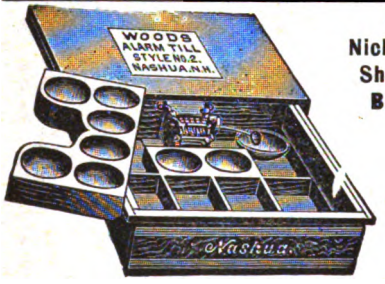
ROCKFORD, ILL.

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INTERCHANGEABLE LOCK-CORNER SHELF BOXES
FOR THE HARDWARE TRADE.



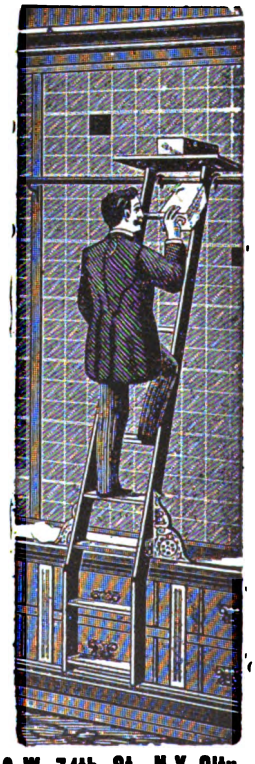
THE A. H. GREEN CO.,
97-101 Warren St., NEW YORK.



Steel Nickel Plated Show Case Brackets

NASHUA TILL CO.
MANUFACTURERS OF
Alarm Cash Drawers
Nashua, N. H., U. S. A.

ROLLING STEP Ladders for Stores



No modern store is equipped up-to-date without the

BICYCLE STEP LADDERS

as part of its outfit.

We make Ladders to turn corners; to fit all kinds of uneven shelving; to work where floor is slanting; to fit any special requirements—and more Ladders than all other houses combined.

Ask about the new noiseless track.

CIRCULARS FOR THE ASKING

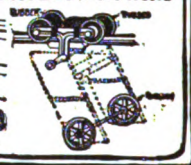
THE BICYCLE STEP LADDER CO.
65 Randolph Street
Chicago, Ill.

EASTERN AGENTS H. N. YOUNGS, 180 W. 74th St., N.Y. City

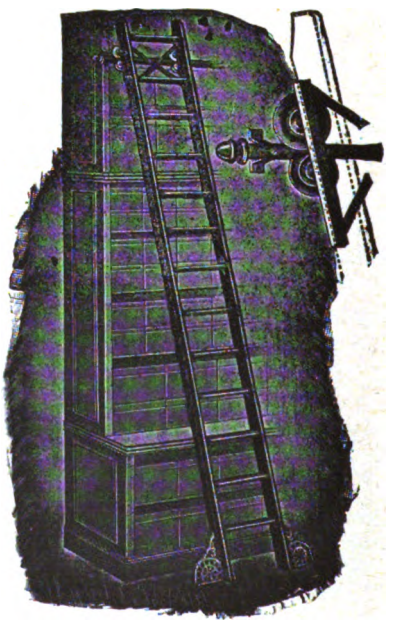
F. E. MYERS & BRO., Ashland, O.



STORE LADDERS
NOISELESS.
CUSHION TIRE.
Best and Most Complete in the Market. Write for Descriptive Circular and Prices.
MFRS. Pumps, Hay Tools, Barn Door Hangers, &c. Largest and Best Line in the World



SHELF BOXES
TO ORDER
HENRY H. SHEIP MFG. CO.
Columbia Ave. and Randolph St., Philadelphia, Pa.

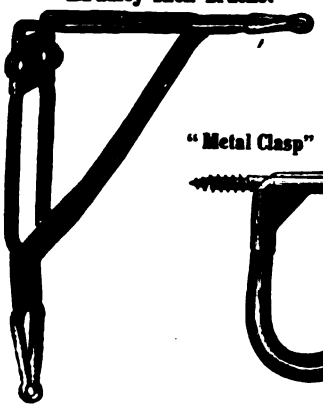


SEND FOR No. 22 CATALOGUE
Coburn Trolley Track Mfg. Co.
HOLYOKE, MASS.

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QUICK SELLING HARDWARE SPECIALTIES

Bradley Shelf Bracket



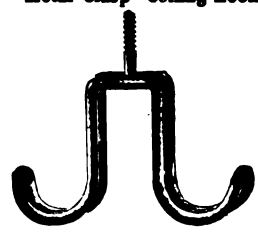
Best Quality Tinplate and Retinned



"Metal Clasp" Coat and Hat Hook



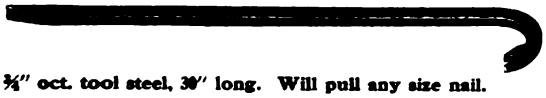
"Metal Clasp" Ceiling Hook



These goods, on account of their construction and low price, are trade winners in every sense of the word, as they will give perfect satisfaction to the purchaser and to the retailer, and practically sell themselves. Write for prices.

THE ATLAS MFG. CO., New Haven, Conn.

New York Representatives: J. C. McCARTY & CO., 21 Murray St.



INDISPENSABLE

to the carpenter, is the handiest tool for the farmer, a seller for the merchant. Made of

¾" oct. tool steel, 30" long. Will pull any size nail.

Manufactured —by the— **Marshalltown Trowel Co.,** MARSHALLTOWN —IOWA—



THE STANDARD SPRAY PUMP

Will Make Dollars and Friends for You

WARRANTED FIVE YEARS.
ALL BRASS—EVEN THE VALVES.

The tallest fruit tree can be reached from the ground. Attach it to a knapsack and you have the best knapsack pump ever made.

Attach it to twenty or thirty feet of hose—put the end of hose in a barrel on a sled—and you have the best outfit ever made for a large orchard. With it one man does the work of two.

Sample sent to the trade by prepaid express at wholesale price, anywhere in the U. S., east of the Mississippi or north of Mason and Dixon's line—(if you live outside of this territory, you'll have to help out on the charges).

SEND IT BACK IF YOU DON'T LIKE IT, THAT'S ALL

It's an easy way to get acquainted with a good article and you'll not regret it.

Let us SHOW you why it is the BEST Spray Pump for YOU to sell.

Pick up a Post Card NOW and ASK US.
Mention this Paper.

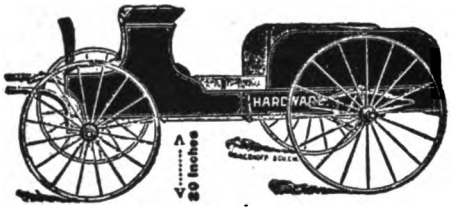
The Standard Stamping Co.

MARYSVILLE, OHIO

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BUILT UPON HONOR

Up-to-Date Hardware Delivery Wagon

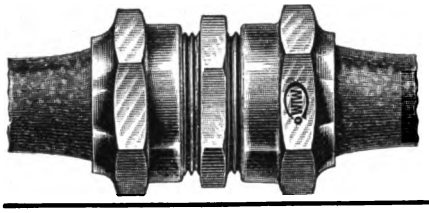


for progressive hardware dealers. Easy to load and light of draft. Best grade only.

Free Catalog upon Request.

Sycamore Wagon Works

100 EDWARD ST., SYCAMORE, ILL.



Solderless Pipe Couplings

Ends of Lead or Lead and Iron Pipe firmly held together without solder, making liquid-tight joint. Easily applied or removed by ordinary workmen. Cheaper and more effective than wiped joint. Profitable to dealers. Good seller. Circular worth sending for.

MODERN IMPROVEMENT MFG. CO.

466 Seventeenth Street, Brooklyn, N. Y.



THE VANDEGRIFT WOOD HANDLE SCREW WRENCH

Hardwood Handle, parts fitted to stay, will not crack or break. Lower Jaw and Handle Shank of one solid piece, with machine steel studs inserted clear to base. Will outlast any ordinary wrench. Write for sample.

THE VANDEGRIFT MFG. CO., Shelbyville, Ind. New York Office, 108-10 Duane St.

BICYCLE, AUTO AND SHOP WRENCHES

Sizes from 5 to 11 inches.

SOLD ON THEIR MERITS. EACH WRENCH GUARANTEED.

Nickel Plated or Mottled Finished.



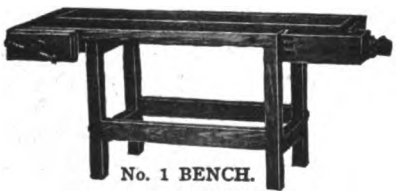
½ SIZE

Thoroughly Casehardened

FRANK MOSSBERG CO.,

ATTLEBORO, MASS.

Tolerably Good Benches



No. 1 BENCH.

Are Not Quite Good Enough For Your Trade

Why bother with them?

The really good kind cost no more and are considerably more profitable to handle. Send for catalog.

GRAND RAPIDS HAND SCREW COMPANY

Largest Bench Manufacturers in the World :: 914 Jefferson Ave., GRAND RAPIDS, MICH.

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FIVE HANDY FARM TOOLS IN ONE

A practical combination of one nut wrench, one pipe wrench and three thread cleaners. **Drop forged** from English Tool Steel, scientifically tempered; jaws and dies sharp, hard and keen; weighs 17½ ozs.; 8½ inches long; handsomely finished in non-rust, gun-metal style.

THE HAWKEYE WRENCH SELLS EASILY

because the man on the farm can see at a glance that he absolutely needs this wrench for his mower, binder, corn planter, plow, wind-mill, cream-separator, gas engine, buggy, wagon, manure spreader, hay loader and for a hundred other purposes.

One hardware clerk in a town of about 12,000 tells us he sold 549 Hawkeyes in one year by simply making it a rule to show and talk it for a few seconds to every farmer who came into the store.

Better order a few to-day from your jobber—don't wait until spring—it may then be too late to get your order filled promptly.

HAWKEYE WRENCH CO., Box 327, Marshalltown, Iowa, U. S. A.

The steadily increasing popularity of

"SYRACUSE" Cup Point Nail Sets

among users is due to their superior quality. The standard for twelve years. Look for the name. Points 2, 3 and 4/32, assorted or solid sizes, as ordered.



Manufactured by SYRACUSE TWIST DRILL CO.

Prices cheerfully quoted. **934 Grape Street, SYRACUSE, N. Y.**

"VICTOR" REVERSIBLE CHAIN WRENCH

Strain comes against shoulder.

Hitch part of Handle and forged in same.

Jaws interchangeable.

Ask your Jobber.



Manufactured by C. E. BONNER MFG. CO., Chrisman, Ill.

Manufacturers of all kinds of Drop Forged Tools. Catalog upon request.

HANDY WRENCHES

THE MARK OF QUALITY
B
THE BILLINGS & SPENCER CO.
HARTFORD

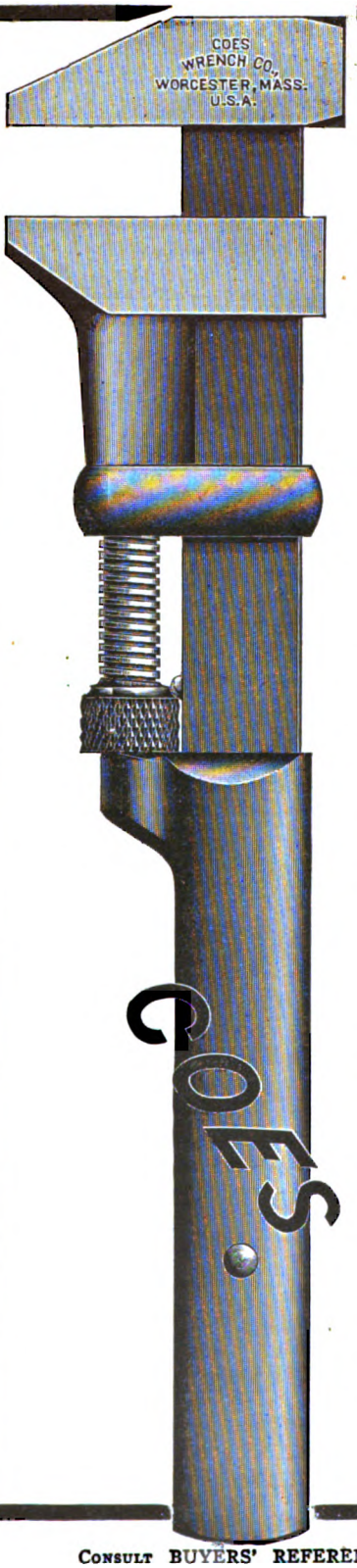
A set of 5 of our new General Service Wrenches, (10 openings) put up in a serviceable kit bag, especially adapted to use on Autos, wagons, on the farm, etc. They are light, long and strong. Our new pocket catalog describes them and many other tools.



THE BILLINGS & SPENCER CO.
Hartford, Conn.

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

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WE SAVE YOU 30%

91

YOU may be able to save as much as 5 per cent. on the first cost of a wrench if you buy a "just-as-good" (?) substitute for the "Coes."

¶ But you're sure to lose at least 30 per cent. in strength, serviceability, durability and actual wrench worth.

¶ That is, while you may pay 5 per cent. **more** for the **genuine "Coes"** you are certain to get 30 per cent. **less trouble** and 30 per cent. **more service** out of the **original** than you can ever get out of **any** imitation, no matter what the price.

¶ Remember that wrench making is a fine art with us; we've been at it nearly seventy years. And every year of the seventy has brought some improvement—some closer approach to wrench perfection.

¶ Don't let your dealer wheedle you into buying a "Near-Coes" or a "Coes Pattern," or anything else in the wrench line, **except the Genuine Coes Wrench.** Look for the Star Trade Mark on the package.

¶ Made in five styles and forty-nine sizes, which range from 4 inches to 48 inches—one or more of them will meet your wrench needs. By the way—write for our Wrench Book.

COES WRENCH COMPANY
Worcester, Mass.

AGENTS { J. C. McCARTY & CO., - - 21 Murray Street, New York
JOHN H. GRAHAM & CO., 113 Chambers Street, New York

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QUICK SALES

Are always made when you

SHOW A BEMIS & CALL WRENCH

Our Combination Pipe and Nut Wrench is a strong, serviceable combination of a Nut and Pipe Wrench, that enables the mechanic to tackle any kind of a job without the aid or necessity of other wrenches. **Head, Bar and Shank, One Piece Steel Forging. Parts Interchangeable.**

ADJUSTABLE—8—NUT WRENCH

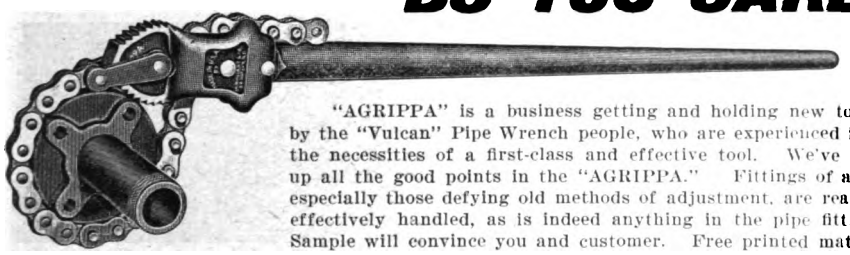
This wrench has become **king of its class,** by its many advantages. The operating nut being of sufficient diameter to allow easy adjustment by the thumb of the hand which holds it.

Bemis & Call Hardware & Tool Co.
Springfield, Mass.

Let's Get Acquainted. **Send for Our Catalogue.**



DO YOU CARE?



"AGRIPPA" is a business getting and holding new tool made by the "Vulcan" Pipe Wrench people, who are experienced in all of the necessities of a first-class and effective tool. We've wrapped up all the good points in the "AGRIPPA." Fittings of all kinds, especially those defying old methods of adjustment, are readily and effectively handled, as is indeed anything in the pipe fitting line. Sample will convince you and customer. Free printed matter.

J. H. WILLIAMS & CO., SUPERIOR DROP FORGINGS, **BROOKLYN, N. Y.**

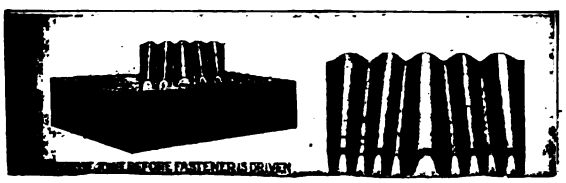


Fahrig Anti-Friction Metal

THE BEST BABBIT METAL ON THE MARKET

It will pay dealers to handle this high class product. Nothing else like it. Write for literature and prices.

FAHRIG METAL CO., 316 Hudson Street, New York



ACME SAW TOOTH

Corrugated Joint Fasteners, Either Parallel or Divergent Corrugation.

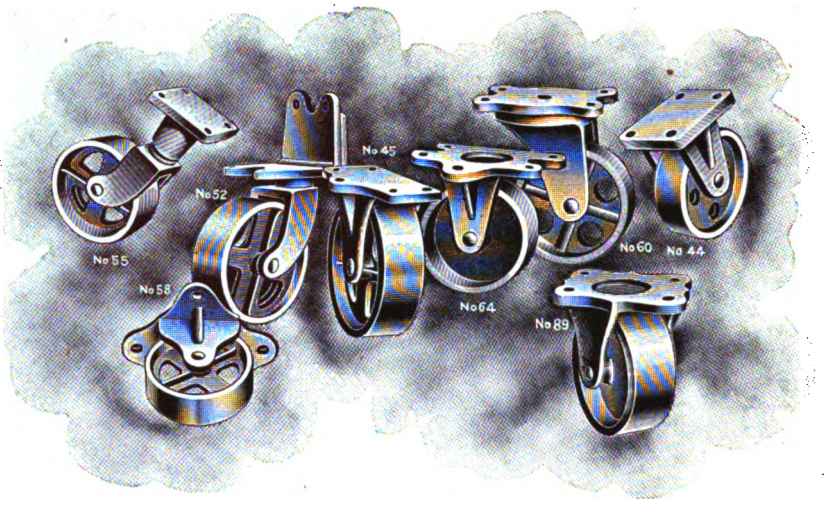
DRIVES EASILY—CUTS CLEAN

Put up in cartons of 1,000 each for shelf hardware trade.

SOLE MANUFACTURERS

ACME STEEL GOODS CO.
CHICAGO **28 Elm St., NEW YORK**

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The name *CLARK* insures *QUALITY, WORKMANSHIP* and *DURABILITY* in our complete line of *TRUCKS* and *CASTORS. THE GEORGE P. CLARK CO.*, Windsor Locks, Conn., New York Office, Room 205, 258 Broadway.

SHELBY SEAMLESS STEEL TUBING
Greatest Strength-Least Weight
Saves using Solid Stock.
SEND SPECIFICATIONS-WE QUOTE PRICES.
SHELBY STEEL TUBE CO. General Sales Office PITTSBURG, PENN.
BRANCH OFFICES - NEW YORK - CHICAGO.



STETSON'S COMBINATION CUSHION CHAIR TIPS
WITH METAL BUSHING
For Hard Wood and Marble Floors

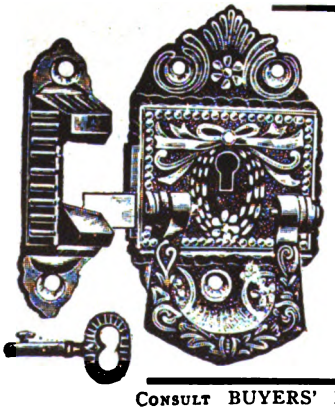
Made of heavy sole leather, metal bushing and felt washer. Attached by nail to chair leg. It is noiseless and leaves no marks.

SEND FOR CATALOGUE

ELASTIC TIP COMPANY
370 Atlantic Avenue, BOSTON, MASS., U. S. A.



PATENTED



Carry in stock a complete line of
REFRIGERATOR TRIMMINGS
BUILDERS' HARDWARE
BOX and CHEST TRIMMINGS
COAT and HAT HOOKS, Etc.
WRITE FOR CATALOGUE
Special Goods Made to Order
Brass Goods Mfg. Co.
BROOKLYN, N. Y.

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OLDEST ESTABLISHED 1838 LARGEST

THE FRANK MILLER Co.

Manufacturers of the Preparations for Use on Harness Known as

"The Standard of the World"

Highest Awards, Centennial, 1876
Highest Awards, World's Fair, 1893





FRANK MILLER'S

Harness Dressing

HARNESS OIL.

Preserves and softens the leather, consequently adds life. Compounded with pure neatsfoot oil.



Carriage Top Dressing.

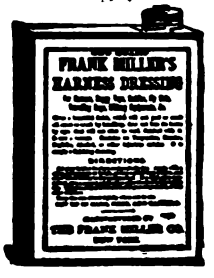
Gives an elastic, durable water-proof gloss and is positively safe to use on finest stock.



HARNESS SOAP.

Unrivaled for cleaning and softening the leather, absolutely pure.

The very best article of its kind. Unequaled for use by both manufacturer and owner of harness.



EDGE, COLLAR AND HARNESS INKS



Our preparations are uniform in quality and the quality the best.

I. X. L. HARNESS OIL.

Second in quality only to our Frank Miller Harness Oil. Superior to all others.



AXLE OIL.

Superior to Castor Oil; lasts longer and will not gum.



The Frank Miller Co.

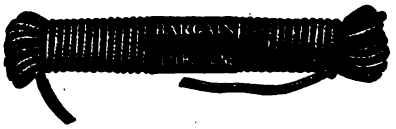
OFFICE AND FACTORY
349 and 351 West 26th St., NEW YORK, U. S. A.

EUROPEAN OFFICE
Tower Chambers, Moorgate, LONDON, E. C.

Send for Price List and Catalogue.

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MANUFACTURERS OF

COTTON



TWINES, MOPS, WASTE

WICK, SASH CORD, AND CLOTHES LINES



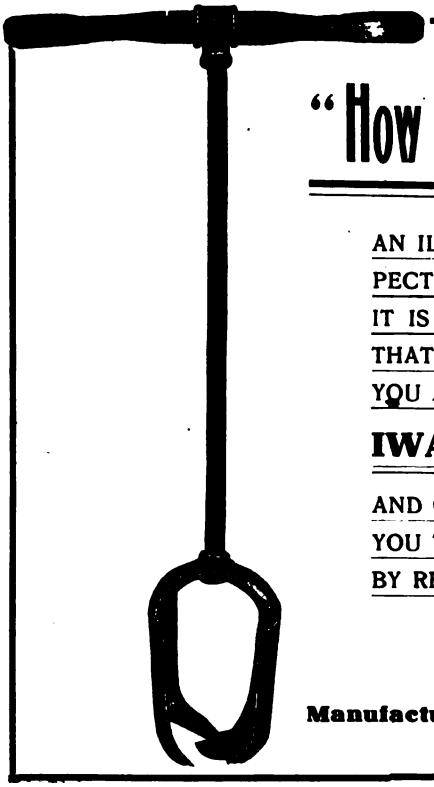
ESTES

MILLS



NEW YORK OFFICE: 97 Warren Street
Telephone: 7950 Cortlandt

Fall River, - Mass.



"How We Dig Up Dollars For You"

AN ILLUSTRATED AND CONVINCING PROSPECTUS, TO SHOW YOU HOW IMPORTANT IT IS THAT YOU AND WE CO-OPERATE SO THAT WE BOTH MAKE MONEY. WHETHER YOU ARE OR ARE NOT SELLING THE

IWAN POST HOLE AUGERS

AND OTHER IWAN SPECIALTIES, WE WANT YOU TO SEE THIS PICTURE SALESMAN. BY RETURN MAIL IF YOU ASK FOR IT.

Iwan Brothers

Manufacturers STREATOR, ILL.

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SILVER LAKE

Our Name is Stamped on the Cord

SILVER LAKE SASH CORD

RECOGNIZED STANDARD SINCE 1868

Warranted to give satisfaction when used with weights and pulleys recommended in our catalogue
Made in all sizes, varying by 32ds of an inch in diameter.
Braided on our own machines by the most experienced workmen.
Made from selected stock, free from waste and imperfections.
Hard braid and smooth finish make its appearance and wearing qualities the best.
Our name stamped on every foot of the cord itself makes identification easy.
Silver Lake Braided Cord is guaranteed in every particular.
Compare these few features with ALL the best points you know of other sash cords and see how we stand.
Write for Catalog B. It contains valuable information regarding our braided cord.

THE SILVER LAKE CO.

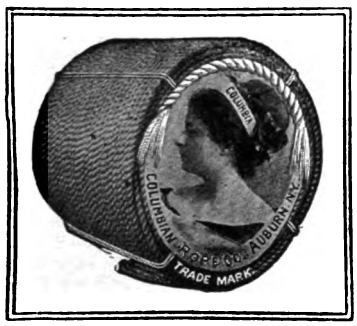
78 Chauncy Street, BOSTON, MASS.



"Columbian" and "Eureka"

Manila and Sisal

ROPE



Transmission and Hoisting Rope
Oil Well Cordage
Hay, Hide and Bale Rope
Tarred Lath and Fodder Yarn
Jute and American Hemp Twines

Columbian Rope Co.

Auburn, New York

Agencies in All Principal Cities

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IVER JOHNSON

SAFETY AUTOMATIC REVOLVER

You can trust it to do the thing you want when you want it

It will go off only when you want it to go off, and it will hit what you aim at and hit it hard. It is the only revolver made that is worthy the name "safety." You can "hammer the hammer," throw the revolver against a stone wall, handle it as roughly as you choose—the patented safety lever, exclusively used in this revolver, prevents all possibility of accidental discharge. Its action is explained in our booklet, "Shots," sent free.

Its straight shooting and hard hitting qualities are the result of over 33 years' experience of revolver making, combined with the skill, superior materials and best appliances made possible by a factory which is the **largest of its kind in the world.**

More than 1,500,000 of this one model have been sold. This enormous sale



makes possible a great reduction in the cost of production, so that an Iver Johnson Revolver costs about half what is asked for others.

Our advertising creates the demand. But we never sell direct where the dealer will supply.

These are not premium goods. The owl's head on the grip and our name on the barrel guarantee them.

Send for Dealer's Catalogue or order of your jobber.

IVER JOHNSON'S ARMS AND CYCLE WORKS

302 River Street, Fitchburg, Mass.

Makers of Iver Johnson Single Barrel Shotguns and Iver Johnson Truss Bridge Bicycles

TRADE MARK IVER JOHNSON

Hammer the Hammer

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HARDWARE DEALERS' MAGAZINE

JANUARY, 1908

Trade-Mark Registered. Published Monthly.

PUBLISHED BY DANIEL T. MALLETT, AT 253 BROADWAY.

Chicago Office: 1600 Tribune Building. Boston Office: 1133 Old South Building. London Office: 148 Old Street.

VOL. XXIX. No. 1. ONE DOLLAR A YEAR. NEW YORK TEN CENTS A COPY. WHOLE No. 169.

Entered as second class matter, February 28, 1894, at Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.

WITH this number the Hardware Dealers' Magazine enters upon its fifteenth year of continuous publication under the same management.

STARTED in the business depression of 1893, with slender capital and a field already occupied, it has steadily expanded in quality and quantity and now completes the most prosperous year in its career.

THERE has been a little luck, plenty of hard work and there have been many mistakes in the years that have passed, but the real secret of its success has been due first and last to the hearty co-operation and good will extended by merchants and manufacturers.

THEREFORE, Greeting on this New Year to J. P. Jorghnson Co., Juneau, Alaska; to Kenchiku, Kanamono, Shakai, Tokyo, Japan; to T. Alcock & Co., Durban, South Africa; to G. Friman Clausen, Christiania, Norway, and to the busy army of twenty thousand Hardwaremen abroad and at home, for whom and with whom we trim our sails for another voyage on an unknown year.

AS we enter the New Year under a clearing sky, let us express the conviction that before the "New Year" has become the "Old Year" the mists will have entirely lifted, exposing to view a wider horizon of business expansion than this great country of ours has ever known.

DANIEL T. MALLETT.

New York, January 1, 1908.

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19 **May Good Luck and Good Health**
Business Prosperity and Wealth
Extend you a greeting at the gate
Of Nineteen Hundred and Eight **08**

Louisville, Ky.

Daniel T. Mallett,
Publisher Hardware Dealers' Magazine,
New York.

Gentlemen:

The fifteenth anniversary is the Crystal; the clearness and brilliancy which pertain to the Crystal pertain also to the Hardware Dealers' Magazine.

It seems but recently since it came upon the scene, gently but surely feeling its way. Now the years have passed, and it is firmiy established.

We drink its health—metaphorically, of course—out of a crystal goblet.

It is a most acceptable visitor to our office.

With best regards to you and wishing you a happy future,

We are, Yours truly,
WM. R. BELKNAP,
Pres. Belknap Hardware Co.

Buffalo, N. Y.

Daniel T. Mallett,
New York.

Dear Sir:

We wish to express our congratulations on the occasion of the Hardware Dealers' Magazine entering upon its fifteenth year, and we trust that the foundation so well laid in the hearts of the Hardware people will prolong its existence for all time to come.

It is very evident that it is appreciated not only by the retail dealers as well as the Jobbers, for all can read it with interest and profit.

You have a happy faculty of expressing yourself in such a short, concise manner, devoid of all unnecessary use of words.

With kindest regards,
Believe us,
Yours sincerely,
WEED & Co.

New Haven, Conn.

Hardware Dealers' Magazine,
New York.

Gentlemen:

It gives me great pleasure to congratulate the Hardware Dealers' Magazine upon entering upon its fifteenth year, and to extend my best wishes for its future. I have been greatly interested in the growth of the Magazine since its first number was published, and it has always been a pleasure to receive it and to look over its interesting columns.

A publication of this kind affords a most satisfactory medium for the exchange of ideas among people in the same line of trade and proves of educational importance, not only to the newcomer in the business, but also to the men whose long business experience has taught them that something new may be learned every day.

Wishing you a most prosperous future,
I am,
Yours very truly,
GEORGE J. BASSETT,
Pres. The John E. Bassett & Co.

Grand Rapids, Mich.

Hardware Dealers' Magazine,
New York.

Gentlemen:

Permit me to congratulate you on entering the fifteenth year of publication.

The Hardware Dealers' Magazine is one of the most complete publications that we have ever seen; it is not so bulky as to be burdensome, and yet it contains all the necessary information.

One of the best features is the reports that you get from time to time from various parts of the country, making it possible for the readers of your Magazine to keep themselves thoroughly posted on the situation.

If we were asked how could you better the Magazine, we would be at a loss to know what to say—it is very complete.

Yours truly,
J. J. RUTKA,
Vice-Pres. Clark-Rutka-Weaver Co.

Middletown, Ohio

Hardware Dealers' Magazine,
New York.

Gentlemen:

I have been a constant reader of the Hardware Dealers' Magazine since its first issue, and have every one on file.

This should show that I am well pleased with it. I like the short, pointed information, and consider it one of the most attractive and reliable trade papers that I receive.

With best wishes for your continued success,

I am,
Yours truly,
C. C. FOUTS.

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St. Paul, Minn.

Hardware Dealers' Magazine,
New York.

Gentlemen:

I have read the Hardware Dealers' Magazine from the first issue and can truly say that to any Hardwareman, be he wholesale or retail, the Magazine has its value; the reading matter is always interesting and pointedly valuable.

The advertisements are carefully scrutinized as articles of merit only appear. The Magazine should be in the hands of every owner of a Hardware store and the proprietor would do well if he made it a point to insist that his clerks should read it from cover to cover. I believe that a present from proprietor of a year's subscription to this Magazine would be of value to both. It would pay both away beyond the cost.

With best wishes for continued success,
I am,
Yours very truly,
T. G. WALTHER,
Vice-Pres. Hackett, Walther, Gates Hdw. Co.

Chicago, Ill.

Daniel T. Mallett,
Hardware Dealers' Magazine,
New York.

Dear Sir:

For as many years as it has been published we have read with interest the Hardware Dealers' Magazine and have noted its constantly increasing value to the Hardware merchant.

It is bright, newsy, accurate and reliable, including in compact form a mass of information devoted exclusively to the Hardware trade.

We congratulate you.
Yours very truly,
HIBBARD, SPENCER, BARTLETT & Co.

Reading, Penn.

Hardware Dealers' Magazine,
New York,

Gentlemen:

We have been subscribers to the Hardware Dealers' Magazine ever since it has been published, and we look for same with more eagerness than we do for our daily papers.

We can also see the improvements; we remember the Magazine when first published, and are pleased to say that we do not know any publication that has improved more, and given more valuable information than the Hardware Dealers' Magazine, and, no doubt, every Hardware merchant is doubly repaid by reading same.

We certainly wish you success in the future as in the past.

Respectfully yours,
STICHTER HARDWARE CO., LTD.,
A. B. Stein, Secy.

Atlanta, Ga.

Hardware Dealers' Magazine,
253 Broadway,
New York.

Gentlemen:

It is with much pleasure that we congratulate you upon the beginning of your fifteenth year the publication of your excellent Magazine.

We believe that no trade publication is more wideawake, more reliable, or more in touch with the trade than yours.

Hoping that you may continue for one hundred and fifty years longer,

We are, Yours truly,
KING HARDWARE CO.,
Geo. E. King, Pres.

Pittsburg, Pa.

Daniel T. Mallett,
Hardware Dealers' Magazine,
New York.

Dear Sir:

We were one of your first subscribers to the Hardware Dealers' Magazine, and it has always been a publication which was not only interesting to the Jobbing trade, but to the Retailer and Manufacturer as well.

We want to congratulate you on the success which you have attained, and we can only hope that the next fifteen years will show equally as good results.

We never miss reading it, and consider it one of the most interesting and valuable publications which comes to our notice.

Yours truly,
JAMES C. LINDSAY HARDWARE CO.,
A. J. Buhler, Treas.

St. Louis, Mo.

D. T. Mallett,
Hardware Dealers' Magazine,
New York.

Dear Sir:

We take pleasure in indorsing the Hardware Dealers' Magazine. We always read its columns with interest.

Every Hardware merchant, whether Manufacturer, Jobber or Retailer, should take the Hardware Dealers' Magazine and should read it carefully. It will be dollars in his pocket.

Yours truly,
NORVELL-SHAPLEIGH HARDWARE CO.

Wilmington, Del.

Hardware Dealers' Magazine,
New York.

Gentlemen:

We must say that we get valuable information from the Hardware Dealers' Magazine. We think it one of the best published, and we hope that it will continue to grow in usefulness and prosperity.

Yours very truly,
N. JACOBI HARDWARE CO.

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Columbus, Ga.

Hardware Dealers' Magazine,
New York.

Gentlemen:

We are very much delighted with the Hardware Dealers' Magazine. It fills a very important place with us, so much so that we file each number and frequently refer to them for information.

Your illustration of new goods is more complete and comprehensive than any other publication we know of, and the contents as a whole are worth to the business man several times its cost. We also find valuable suggestions in your window display articles.

We wish you continued success and advancement.

Yours respectfully,
METHVIN HARDWARE CO.,
T. S. Methvin, Pres.

Pittsburg, Pa.

Hardware Dealers' Magazine,
New York,

Gentlemen:

We take pleasure in commending the Hardware Dealers' Magazine to the Hardware trade as a useful and creditable publication.

All merchants should keep posted as to what is going on in the business world, and especially in their own branch of it.

There is no better way to do this than to subscribe for and read the Hardware Dealers' Magazine.

Yours very truly,
LOGAN-GREGG HARDWARE CO.,
Geo. B. Logan, Pres.

Galesburg, Ill.

Hardware Dealers' Magazine,
New York.

Gentlemen:

We have been subscribers to the Hardware Dealers' Magazine for several years, and it is read from cover to cover by ourselves and most of our clerks.

We certainly enjoy reading the very able articles in your Magazine each month; are especially gratified to have our salesmen take interest enough in their work to read all the articles you publish.

Wishing you continued success,
We are,
Yours truly,
CHURCHILL HARDWARE CO.,
G. B. Churchill, Pres.

New York City

D. T. Mallett,
Hardware Dealers' Magazine,
New York.

Dear Sir:

We take pleasure in stating that of all of the advertising that we have done the direct results which we have received have been greater through your publication than in any other way.

It certainly would seem as if you occupied a unique position, as far as the general Hardware trade is concerned, not only in the United States, but throughout the world.

Yours very truly,
WIEBUSCH & HILGER, LTD.,
W. M. Taussig, Pres.

Dublin, Ga.

Hardware Dealers' Magazine,
New York,

Gentlemen:

We have been subscribers to the Hardware Dealers' Magazine for such a number of years that we hardly see how we could get on without it.

We find a great deal of good reading matter and most valuable information in the Hardware Dealers' Magazine.

Yours very truly,
ROBINSON HARDWARE CO.,
W. W. Robinson, Pres.

Joliet, Ill.

Hardware Dealers' Magazine,
New York.

Gentlemen:

We are always glad to receive the Hardware Dealers' Magazine.

We read it, and get as many of our help to read it as possible.

The advertisements are looked over in every issue; it is bright and up to date and a help in our business.

Very truly yours,
BARRETT HARDWARE CO.,
J. O. Barrett, Pres.

Bryan, Ohio

Hardware Dealers' Magazine,
New York.

Gentlemen:

Kindly accept my congratulations on the success of the Hardware Dealers' Magazine, as I consider it one of the best Hardwareman's publications.

Yours very truly,
F. W. INGALLS,
Vice-Pres. Ohio Hardware Association.

Boston, Mass.

Hardware Dealers' Magazine,
New York.

Gentlemen:

It gives us great pleasure to commend most heartily the Hardware Dealers' Magazine.

The writer goes through it carefully every month and gathers information well worth the time spent in doing so, and we believe that every merchant who has dealings in the Hardware line would benefit by carefully perusing each issue. Our line is not shelf Hardware, but we get help, nevertheless, from your Magazine.

Yours truly,
BROWN-WALES CO.,
W. Q. Wales, Treas.

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Nashville, Tenn.

Daniel T. Mallett,
Hardware Dealers' Magazine,
253 Broadway,
New York.

Dear Sir:

I have been a constant reader of your splendid publication, the Hardware Dealers' Magazine for a number of years, and as such have had an opportunity to observe closely its growth, development and influence on Manufacturers, Jobbers and Retailers, and am pleased to extend you congratulations on your unqualified success.

With best wishes for your continued success, I remain,

Yours very truly,
IRBY BENNETT.

Kansas City, Mo.

Daniel T. Mallett,
New York.

Dear Sir:

I am glad to say a word of praise for the Hardware Dealers' Magazine, for it certainly is a worthy publication and one that meets the demands of the Hardware Dealer, both large and small.

I look forward to its receipt, reading with a great deal of interest every one of its pages and gain good ideas pertaining to the Hardware business generally.

I wish you continued success and a prosperous New Year.

Yours very truly,
GEO. H. BUNTING,
Pres. Bunting-Stone Hardware Co.

Atchison, Kansas

Hardware Dealers' Magazine,
New York.

Gentlemen:

It affords us much pleasure to congratulate you upon your anniversary and to assure you that the trade all over this country will greet you with the most kindly sentiments upon this occasion.

You have the satisfaction of knowing that the work you have done for the past years has been at all times for the best interests of both the retail and the jobbing Hardware trade.

You have been very loyal friends through all these years and your influence has grown from year to year.

You have managed the perplexing questions that have arisen with tact, good judgment and dignity, and we hope that you will continue to grow in the same ratio for the next fifteen years.

With best wishes, we are,
Sincerely yours,
THE A. J. HARWI HDW. CO.,
A. J. Harwi, Pres.

New York City

Daniel T. Mallett,
New York.

Dear Sir:

We have been subscribers to the Hardware Dealers' Magazine since its inception and it has constantly grown in favor with us, and we have been repaid many hundred times in reading its snappy and up-to-date information.

You have continually improved the publication, and its circulation proves that it is appreciated by the trade. We say that no Hardware Merchant or clerk throughout this entire land should be without a subscription to the Hardware Dealers' Magazine, and we heartily indorse it in every respect.

Yours truly,
NEAL & SCOTT CO.,
Bernard B. Neal, Pres.

Chicago, Ill.

Hardware Dealers' Magazine,
New York.

Gentlemen:

We certainly feel that you are entitled to some expression from us as regards the merits of the Hardware Dealers' Magazine, as an advertising medium for our line of products.

Our experience this year has been that your publication has brought us five times as many responses as any of our other advertising mediums. We have received responses not only from the States, but from foreign ports, such as Japan, New Zealand, West Indies and the South American States, which show that the claim made that the Magazine covers the world, is well sustained.

Yours very truly,
THE MARTIN-SENOUR CO.,
William Jones, Secy.

New Haven, Conn.

Hardware Dealers' Magazine,
253 Broadway,
New York.

Gentlemen:

We congratulate you on your fifteenth anniversary and sincerely hope that you may enjoy a great many more.

We have always liked the Hardware Dealers' Magazine from the beginning, and you should succeed and continue to grow as long as you put out as good a paper as you have in the past.

As an advertising medium we have found the Hardware Dealers' Magazine entirely satisfactory in its class, and to the retail Hardwareman we know of no better publication for him to buy and read carefully.

With very best wishes,
THE MARLIN FIREARMS CO.

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SAMUEL A. BIGELOW,
BIGELOW & DOWSE CO.
BOSTON.

The National Hardware Association of the United States.

Office of
Secretary Treasurer
505 Commerce St

Philadelphia, Dec. 16, 1907.

Mr. Daniel T. Mallett, Publisher,

Hardware Dealers ' Magazine,

New York City.

My dear Mr. Mallett:

It is very pleasing to know that you are about to enter on the fifteenth year of your work in connection with the Hardware Dealers' Magazine.

The writer has learned with a great deal of interest of the continued growth and popularity of your most excellent publication. It is so edited that while one is receiving instruction which pertains to the Hardware business, he is at the same time reading matter written in a manner to make it really as interesting as would be any other character of literature.

Hoping that the popularity of the Hardware Dealers' Magazine may increase both in this country and abroad, I remain,

Yours truly,

T. James Fernley

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GOOD CHEER FOR THE NEW YEAR

THE SKY STILL BRIGHTER

Reports from Leading Hardware Jobbing Houses Are Cheerful in Tone and Indicative of a Large Business for 1908—People Are No Longer Scared, and Are Buying Goods—Observations and Advice as to Production and Prices—Causes of the Recent Trouble, and Suggestions as to How the Like Can be Avoided in the Future.

There is pepsin; there are anti-blue pills; there is medicine to drive away biliousness; there is optimistic tonic, and a bracer better than cocktails, in the letters which follow; in these reports of American Hardware jobbers who are buying and selling goods; who are paying their bills, and, what is better, are being paid by their customers.

The year's business has been good. The fall's business has been good. The December business has been good. The promise for 1908 is good.

What more could anybody ask? What more can be desired or expected?

Are Buying as Usual

George Worthington Co., Cleveland, Ohio: The general conditions in this market are not as bad as the reports would indicate. In fact, our trade throughout the agricultural districts of the territory that we cover has been holding up remarkably well. A great many of our customers are buying the usual amount of seasonable goods for later shipment, such as lawn mowers, poultry netting, wire cloth, screen doors, ice cream freezers and other lines. In some of the large manufacturing towns and cities the depression has been marked, due entirely to the temporary shortage of currency. That this condition will shortly pass there is no question in our mind, and, indeed, we are looking forward to another prosperous year. While we do not expect the buying for speculation that has taken place in the past, still we are confident that most of our customers will buy what they want for their regular needs, and will, as usual, anticipate their wants for seasonable goods, as they have in the past.

The general conditions throughout the country are good. While some crops have shown a shortage, still the excess prices that are being gotten for farm products this year over last—in fact, over the several years past, more than compensate the farmers for the shortage in crops. We feel, therefore, that there will be the usual demand for goods throughout the country, not only in the agricultural districts, but also in the large manufacturing towns. We say to our customers, "Buy such lines of goods as you ordinarily sell and buy them in the quantities that you ordinarily buy." We are confident that the merchants who follow this suggestion will lose nothing by so doing. In fact, we are confident they will be the gainers.

We appreciate that a great many manufacturing concerns have been running on short time. The lack of funds has prevented their buying material and paying their workmen. The result is there will be a great many less goods produced in the last two or three months of this year, and perhaps for the first month or two of the coming year, than has been the case for some years past. This fact, coupled with a normal demand, will in our opinion produce an actual shortage in a great many lines of goods when the spring trade opens in the year 1908; hence, we say to our customers, "Buy the usual amount of goods and specify for shipment at a little earlier than the usual shipping date." We believe with the passing of the stringency in the money market that all classes of business will settle to a normal basis and that the volume of business for the coming year will be good.

Orders Keep Right On

Charles H. Turner, president Albany Hardware and Iron Co., Albany, N. Y.: The holiday season, as usual, stimulated business in certain lines. The "round up" of the year and the "going into winter quarters" of outdoor industries, contributed in their way toward "keeping busy," and, in fact, the pretty steady influx of orders for goods needed at once, continues right on, so we feel that though disturbances may be threatened, as some would have us feel, yet thus far it has not materialized to any considerable extent, and the oft-quoted "even tenor of the way" is in evidence.

We cannot expect a continuous rush for an indefinite period, nor perhaps could we stand it, for there is a limit to our powers of endurance and nervous energy. If a quiet period is to visit us, winter is the best time to harbor it, and we must "do as we would be done by" toward our customers and those we purchase from, easing up wherever we can.

There appears to be little change in the Hardware and metal market. Staple goods hold firmly in price. No surplus stocks are being unloaded on the market and everything seems going along normally. We shall trim our sails and keep in the safe channel.

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Big Trade in December

Sickels, Preston & Nutting Co., Davenport, Ia.: We presume you want to know the cause of this so-called panic and the effect of same here. Well, in the first place, there is no panic and there is absolutely no reason for a panic. The older men of this community have had some experience in real panics; have known times when currency was of little or no value, known as "Wild Cat Money"; have paid thirty per cent. for New York exchange and borrowed the money to buy it with at twenty-five per cent. interest and paid the interest in advance. Failure of crops, failure of banks, epidemics or other disasters have been the means of financial and commercial disturbances, none of which obtain at present.

Our banks are sound to the core and are as solid as the rock of Gibraltar; have no difficulty in securing funds in exchange to meet our obligations abroad or currency to pay our liabilities at home; have one hundred thousand dollars more in currency in our banks than we had three weeks ago. The banks' legal reserves have steadily increased until they have a much larger reserve than required by law. We have harvested abundant crops, which are selling at high prices for cash. Our mines are freely giving forth of their enormous wealth; have practically no commercial failures, and very few, if any, requests for extensions.

Business is running along evenly and smoothly. Merchants in the various lines report good trade. Our own sales for December thus far largely exceed in volume those of last year. There seems to be plenty and to spare of the good things of life for all. What some of the people of New York want with a panic we cannot comprehend. We do not want and do not expect one in Davenport.

Return of Confidence Justified

Tower & Lyon Co., New York City: For some weeks past we have shared with others the results of the financial depression, especially as manifested in slow collections and a falling off in the amount of orders received. In our judgment this was wholly due to the feeling of uncertainty that prevailed, making it the part of wisdom to proceed cautiously and make all as snug as possible.

We believe that the country at large was never in a more prosperous condition than at the present time, and that returning confidence which is fully justified will bring a return of business activity very nearly, if not quite, equal to that enjoyed before. In view of the election next fall and the uncertainty as to candidates, it may be unwise to venture any definite prediction as to how soon the former conditions are to be with us again; but, because of the splendid crops in the west and the good prices obtained for them, emphasizing the general prosperity, there must soon be a demand for goods of all sorts which the trade is not prepared to meet owing to the recent reluctance of buyers to stock up, so that we are prepared to see soon after the holidays not only easy money, but a demand for goods that will keep us all busy—all the more so because there has been so large a curtailment of production during the past weeks.

We know of nothing that will do more to bring about the conditions that are so much to be desired as for each one to put himself in line with the growing sentiment that things are already on the mend, and to govern himself accordingly.

Why Have Hard Times?

Hackett, Walther, Gates Hardware Co., St. Paul, Minn.: The writer is an optimist and always expects to remain so, even if there is a change in business conditions, though why any one should expect there will be great changes is beyond our conception. If enough people talk Hard Times, then Hard Times will surely come—but why should they?

We have great piles of things to sell. Our crop of wheat, corn and cotton never was greater. Our mines are putting out millions of dollars, so why should we be pessimistic. We would like to tell the reader to be an optimist, because then he would see the real doughnut; while if he is a pessimist, he will see the hole only.

As far as we are concerned, our territory has never enjoyed a better crop and better prices, and yet some people are talking hard times. What we need is confidence; so let's get together and have confidence, and this feeling will create a spirit of everything is all right, and it will be so. All the large interests tell us that they will not reduce prices, and they mean it—so why say that prices are coming down? We do not want lower prices. What good would that do? What we do want is a restoration of confidence.

Don't forget that high prices mean plenty of work at good prices, while low prices mean little work at little prices. Where is the gain? If you can build a $5,000 house for $4,000 and haven't the $4,000, how can you build? But, if it costs $5,000 to build a house, and you have the $5,000, are you not better off? Business was never better except where we ourselves affect the conditions, so it's up to all of us to put our shoulder to the obstruction and push it out of the way of progress and continued activity.

Expect Peace and Comfort

Peirson Hardware Co., Pittsfield, Mass.: We have a curtailment of working hours, or of help, in some of the mills, and a feeling that retrenchment is to be the watchword for the immediate future; but as this strikes at the root of the present trouble, viz., extravagance in all walks and ways of life, it must in the end work out helpfully.

The holiday season filled our streets and

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stores with shoppers, and apparently most people were happy. There will be a change probably during the long hard weeks of January and February, but there is nothing in the local situation to create alarm. Our banking institutions are in good condition, and are taking care of their customers. Our savings banks have lost on their deposits, though but very little of the loss can be traced to hoardings, and their earnings are sufficient to warrant the payment of their usual dividends.

The farmers and the country stores are sending in about the usual amount of orders, and if we do not "get rattled" and lose our sober judgment we ought to get through the winter and into the spring hurry with peace and comfort.

Big Year in 1908

Springfield Hardware Co., Springfield, Ohio: We have the utmost confidence in our people, our products and our future, and we do not see how it is possible for a sane, conservative man to look forward to anything else in the near future other than a safe adjustment of conditions that will lead up to prosperity.

Merchants in this section are, at this time, feeling what the eastern country has already gone through; not so much, however, in their sales, as in their collections. Each factory and firm having control of money or monied interests is conserving these interests as best it knows how. Our banks, for the first time since present conditions were brought about, are feeling, and are beginning to show, an easement in currency matters.

Our country is absolutely filled with goods to sell, particularly the agricultural district, and no Wall street or other interests at this time, we sincerely feel, could work us any permanent injury. We confidently look forward to a better business year for the next twelve months than for the twelve months preceding.

Resources Tell the Story

Gray & Dudley Hardware Co., Nashville, Tenn.: Heretofore it has been our custom in estimating the prospects of business to take into consideration the resources of our territory, and if they seemed good we felt sure of a good trade. Measured by the same standard, we are compelled to say the prospects of business for the spring of 1908 are good.

The farmers of our section made good crops in 1905 and 1906, and sold them at high prices; they were, therefore, enabled to enter 1907 out of debt, and most of them with good bank balances.

The crop of 1907 will bring more money than any previous crop ever put on the market in the South. Corn is selling at enormous prices, tobacco is being sold at record breaking prices, the 1907 crop of cotton will make more net money for the planter than he ever realized on any previous one. Truck farming was more succesful in 1907 than previously, good crops being raised and sold at handsome prices.

The poultry business, one of our greatest resources, has grown steadily until it is the rival of any crop planted as a money maker.

All of the coal mines, iron mines, phosphate mines, mills, factories, furnaces, etc., have been operated for the past few years full time, and with greater success than ever before.

The lumber and timber interests of the South in 1907 have produced about as much money as the farm products.

If our banks were not closed, and some of our people frightened, we would say that we are in the best fix that we have ever been in financially, and that the prospects for the spring were better than they have ever been before, and we believe, Mr. Editor, if you will just excuse us for differing with the wise and great financiers of the land, we will say it, anyway.

A Very Hopeful Sentiment

Salt Lake Hardware Co., Salt Lake City, Utah: Business conditions in this particular section of the country are becoming more encouraging every day, and if we can secure a little more cash to transact business with, the development of the great resources of this region will continue as before, assuring good conditions in all lines.

Right at present the condition of the metal market, and the unavoidable closing down of some of the smelters has considerably affected the mining industry, but we look for a speedy remedying of this situation. The agricultural resources of this part of the country were never better, and the only trouble has been the shortage of cash with which to move crops to market. This naturally makes business a little slow and collections likewise. Prevailing sentiment, however, is entirely hopeful, and we do not look for any very serious setback in either a commercial or an industrial way.

Merchants, as a rule, are pretty well stocked, and buying for some little time will be on a conservative basis, but under all conditions we think the outlook for next year is quite encouraging for good substantial business in every line.

Are Taking Spring Orders

Tenk Hardware Co., Quincy, Ill.: The volume of business for November was very satisfactory. It will seem rather strange to some, nevertheless it is a fact, that our business was a little ahead of last November, and so far this month it is equal to last December.

The banks of this city have done a great deal to help business in this territory. They have provided currency for the payrolls right along, and have shipped currency to many of the banks in the small towns around here, when those banks could get none from either

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Chicago or St. Louis. They have also made cash payment on deposits where it appeared that the money was actually needed. Of course, they have been deceived in some instances and some of the depositors have hoarded the money.

The decline in the price of grain and live stock has caused the farmers to stop shipping to a large extent, but as the farmers in general throughout this territory are in good condition financially, this holding back has not had a very serious effect. We believe that as soon as the prices of farm products show some improvement farmers will resume shipping.

So far we have had remarkably few requests for extension of time on past-due accounts. In fact, nearly all of our customers who have not paid up their past-due accounts are those who are usually slow. We know that in a few instances merchants have not paid promptly and asked for an extension just because they felt they had a good excuse.

We have booked quite a number of orders for spring goods, such as wire cloth, poultry netting, freezers, screen doors, steel goods, etc. We look for a good spring business, unless the situation should become much worse.

We have told a number of our customers that the most effective way to assist in bringing about the early return of normal business conditions is for each one to endeavor to go on and do business in the usual manner, and to pay our accounts as promptly as possible.

Stable Condition of Business

Bunting-Stone Hardware Co., Kansas City, Mo.: Conditions are improving steadily in this section, and while we do not anticipate anything like as large a business as we had the first and middle part of this year, our country merchants and local dealers, although temporarily cautious, are of the opinion after the first of the year that matters generally will brighten up considerably and soon become normal.

We believe the policy pursued by a number of the larger manufacturers, especially the United States Steel Corporation, with its allied companies, to curtail temporarily the output, so as not to cause any overproduction, is a splendid idea and in the long run will result in a staple condition of prices and business. If all other lines are as long-headed and far-seeing as to conditions of the trade, as the iron industry, matters will soon prove all that one can wish.

Temporarily, of course, the demand is light, but after thirty or sixty days, we do not see any reason why both the supply and demand should not increase and result in 1908 being at least a normal year, and one that will mean much to every line of business, so long as firms are conservative in their purchases, credits and general conduct of the business.

The few failures up to this time resulting from our recent general panic is nothing short of marvelous, and only goes to prove the stable condition of business in every line throughout the United States.

The Too-Cautious Banks

William R. Belknap, Belknap Hardware & Mfg. Co., Louisville, Ky.: As to present conditions, we are gradually accustoming ourselves to the new state of affairs, though between caring for country checks on the one side, and demands for specific exchange on the other we haven't much skin left to our backs. Payrolls have been scanned closely for reductions, and merchandise stock has been reduced in all lines, so that we (the jobbers, at least) shall start out the new year with bins more nearly trimmed down to actual requirements than for several years past. The encouraging features are the fine prices that the planter is getting for his cotton, and for anything else that he has to sell off the farm.

Conditions do not look bad, but, on the contrary, extremely good if we could once get away from excessive interest rates, and have our collections taken care of as they used to be by the banks, which have been performing just this essential service in all these years. The banks may have been victims of their fears, but they are not the only victims as the discount entries show. If we are going to have money at from 8 to 10 per cent. from now on, we would have to adjust our costs of doing business accordingly, so that those institutions and individuals who have money to lend shall receive their own with usury.

As to postal changes, we think that instead of laying too much stress on the desirability of parcels post, if the department would reduce the cost of carrying sealed letters within city limits to one cent, there would be a much larger use of the mails, which would yield great revenue with a little additional cost. Statements, receipts, notices of any kind would be thus sent out. As it is, some of the larger houses in the cities employ boy runners to go out several times a day to deliver letters within a circumscribed area rather than pay two-cent postage. A boy can easily make his salary twice over as it is. The government could do this with hardly any extra cost through its regular letter carriers.

Will Resume Fully Soon

Logan-Gregg Hardware Co., Pittsburg, Pa.: Pittsburg, along with the rest of the country, is passing through a season of depression, but we are agreeably surprised to find from the report of the various clearing houses that our November clearings only declined 2½ per cent., while most of the other cities declined from 15 per cent. to 30 per cent.

There has been a slowing down during the past few weeks from the high pressure of the

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first ten months of the year. We hear of closing down of coke ovens, furnaces, and other industries. It is felt, however, that this is temporary, and that immediately upon the financial situation becoming normal, our manufacturers will be able to operate their plants fully.

We are just now rejoicing in the consummation of Greater Pittsburg, which was resisted by some citizens and fought through all the courts. A recent decision of the United States Supreme Court in Washington settles the question and it is now an accomplished fact. Pittsburg has now a population of 750,000, and ranks sixth in size of cities in the United States.

It may be news to many that the tonnage of our rivers exceeds that of New York, both foreign and coastwise trade; also that the tonnage of our railroads exceeds that of Boston, New York, Philadelphia, Chicago and St. Louis combined.

To those who doubt this claim we would refer to the Pittsburg Chamber of Commerce for the statistics.

Reasons for Thankfulness

Smith Bros. Hardware Co., Columbus, O.: We have been thankful all the year for many reasons. Good health comes first on the list, good friends second, and good business third. Then, of course, there are many incidentals for which to be thankful. We might mention a few of the many good things that have come to our city this year. Our baseball team won the pennant again. We caught a number of city officials who had been grafting. We have started our new postoffice and United States Government building. We have added one more interurban street railway. Well, what's the use! If we gave a full list of the good things our city has been favored with the past year, you would not have room for anything else in your Magazine.

Now, for 1908, we have a number of conventions booked already. We expect the Interstate Association of Gun and Ammunition Manufacturers to hold the Grand American Handicap Shoot here in June. We have already secured the State shoot. This is good news to one member of our firm at least.

We hope for good health and expect a good business. The clouds seem to be rolling by, and we feel sure the sun still shines. Trade has held up well to within the past ten days; but it always does drop off at this season of the year. Orders for spring delivery are not up to last year. Many buyers say they prefer to wait until after January 1, as they believe they can judge better as to the future at that time. The only danger in following such a policy is in being able to get goods when needed. Manufacturers are loath to pile up goods in large quantities without having orders for them. Jobbers hesitate to lay in a full supply for fear they may not have the demand. It will be hard for manufacturers to supply the goods should the demand be up with the past few years, unless they keep their factories going as they have been. It would seem, with the shortage that has existed the past two years, even if they made as many goods as in 1906 and 1907, they would not have too many; but we all are a "skeery" lot.

It is well to be conservative, but if anyone has the impression that business is going to the bow-wows, they are mistaken. We all have had too much steam on, and a little relaxing of the high pressure will be beneficial; but to get panicky is foolish. The country was never as well fortified as now to stand a slight shock. Farmers are well out of debt, and have money in banks or their wives' stockings (we believe the bank is safer). Mechanics have money. With steady employment and the high wages they certainly should have a comfortable savings.

With the many exposures of corruptness the public will be more wary for a while, at least. Gold bricks and get-rich-quick schemes will not be in demand as during the past few years. Bonds and stock certificates will be more closely scrutinized, and most people with money will be of the Missouri "show me" type. It is awful to contemplate the possibility that some of the slick promoters will have to earn an honest living; but their occupation at present is surely on the bum.

Quite a few articles are lower in price. We have been looking for that for the past eighteen months. Some are still too high. Steel goods is one class of goods that should not have been advanced for 1908. The close corporations are bidding for new competition, and no doubt they will get it, and then trouble will begin; but some people never know when to quit, and keep advancing prices to the straining point.

The rope problem is one of the things that worries all honest dealers. With manila rope ranging in price from 9 cents to 13 cents per pound, no dealer knows what grade his competitor is selling. You quote a standard make of pure manila rope, and your competitor may quote what he terms pure manila rope any place from 1 to 2 cents less, and have a much better profit. A law should be passed similar to the pure food law, compelling manufacturers to conform to certain grades and branding in such a way that dealers would know what they are buying. Two grades instead of four or more are sufficient. No. 1 and No. 2. Then the manufacturers and dealers selling the best goods in these grades should get the business. Rope is being sold for manila that does not contain an ounce of manila fibre. Others with the cheapest and shortest fibre that is not nearly as serviceable as sisal. We showed two samples of rope to nine different men, and all experienced Hardwaremen at that. One sample

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was worth 13 cents, the other 10¼ cents. Out of the nine men only one selected the best rope. Many people think if rope is a dark yellow it is an indication of purity, while the facts are the very best manila fibre is a light color. There is room for education in the rope business.

Weather has been fine for outside work. The writer was in the country for three days recently, and found farmers busy husking corn, and it seemed to be turning out well. Pasture was fine and stock looked well. Hunting is good, but finding very poor. Rabbits still wear a bunch of cotton for tails, just as they did when he was a boy. He fell down only twice in three days, which is only a fair average.

A Time of Pushing

Bering-Corters Hardware Co., Houston, Tex.: The present condition of affairs is being very much felt because of the depression in the money matters, while the Hardware business is recognized as being on a sound basis, but we believe the situation will improve before the first of January.

The farmers are still holding their cotton for 15 cents, but we believe they will have to turn it loose, as the merchant in the interior is going to push them for payment. The jobber is going to push the merchant, and the manufacturer is going to push the jobber. As soon as this will be brought about, everything will be working smoothly as heretofore; we at least hope so.

Cleaning Up Time

Henry Gilbert & Son, Harrisburg, Pa.: Our city has had an unusually long period of prosperity, and during the past six years it has advanced in all respects more than any city of like size in this State. It is therefore perfectly natural that a moderate recession, especially in its business life, should occur.

Our works are not as busy as they have been, although the number of employes laid off has not been a serious one. Our merchants seem to be busy and trade continues active. Building operations have been curtailed to a considerable extent, due partly to lack of capital and partly to commencement of the winter. Our bankers are more confident, and there have been no failures either in financial or business circles of any moment. The prompt action of our clearing house in issuing certificates in the amounts of $1, $5, $10 and $20, relieved the money situation to a remarkable degree. They were accepted not only in this community but in neighboring towns and cities as well, at full value, and, after they were understood, circulated in the same manner as national currency. They are gradually being recalled, and at the present time the amount outstanding is only about $100,000, and this will be replaced in a short time.

In our opinion it is a good chance to clean house, brush up and get ready for the future, which we all fully expect will bring a continuance of good times and good cheer. That this will come, and come soon, is just as sure as that day succeeds night. We have it in our power to bring it if we will all stop our pessimistic talk, put on more cheerful faces, and, recalling with gratitude the prosperity of the past, "thank God and take courage."

The Dose Will Do Good

Dillon Hardware Co., Denver, Col.: We do not think it wise to attempt to discuss, in detail, the causes that led up to the recent financial disturbance in New York. It is to be admitted that a disease of a malignant type existed, financially speaking, and that a "heroic dose" was administered to check it.

Such corporation greed might well be compared to an overloaded stomach, that can only regain its normal state by administering an emetic such as seems to have been applied.

It is to be hoped that the banking institutions that remain to do business have learned a lesson, and that they can be termed of the "white wing" variety, insistent upon doing business in the future along lines of unquestionable legitimacy.

Some seem to think that because 1908 is a Presidential election year that business will be still further affected. We do not think so, believing that there is less interest concentrated in this feature than ever before; thus far, it seems that the majority of the people want the present administration's policies continued, and won't stand for any compromise candidate.

In this instance we do not believe that it was the owners of small savings accounts that were responsible for the withdrawal of money from general circulation, but, on the contrary, those who were possessed of great wealth. The owners of the small savings have not the means, mentally, to have foreseen the crash that came, while the "strong boxes" have been taxed to their capacity since the early part of the present year. We should have had a man at the treasury helm who would have, months ago, properly provided for the moving or marketing of the immense crops that were known to soon need quantities of money. It is to be hoped that Congress will take early action to adjust our currency medium and quickly relieve the present stringent conditions.

We noted a decrease for September, 1907, as compared with same month last year, but attributed it to the carrying out of certain policies of our own. We found October up to the average of the preceding October, and November did likewise.

We are unable to speak disparagingly of collections, since we collected, with less effort than usual, more money in November than in October.

We are buying light, and will continue to do so for some months to come. We find it easier to get goods more promptly recently, and the

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factory that fails to fall in line, as to this element of its competition, simply loses that much business.

In all our agricultural districts crops have been plentiful and profitable, and much money is going into the farmers' hands. The same is true, in a lesser degree, as to mining.

The Abnormal Conditions

Dunham, Carrigan & Hayden Co., San Francisco, Cal.: First, We consider present conditions abnormal, practically false, and without the proper warrant for existence, for the reason that nothing has happened to interfere with the prosperity of the country. Our crops, generally speaking, are all that could be desired, and where the volume of the crop is less than normal, the increase in price, and therefore increased revenue for the farmer, more than offsets the shortage.

Secondly: If our opinion is correct, present conditions should be short-lived, and business conditions should be restored to a more normal basis within a very short period. As far as the Pacific Coast is concerned, outside of the financial stringency, which has been felt all over the entire United States, if not throughout the world, everything is progressing along the usual lines; we have had splendid rains and the farmers are making ready for the plowing and the sowing of the usual crops.

In conclusion, we believe that the fact that a few people East or West have been indulging in some "frenzied finance" is no reason why the rank and file of us should lock our money in safe deposit boxes, or "hide it in our kitchen cupboards," and the sooner that the great public realize that nothing very serious has happened and that their money is safe in circulation, just so soon will we have a return to normal conditions, and to a volume of business that should be the equal of any of our past years.

Conservatism and Work

King Hardware Co., Atlanta, Ga.: This is not a time to do much talking, but a time to do a lot of thinking, and a lot of working. First, we will say that it is undoubtedly a time for great conservatism on the part of business managers. Stocks should be as light as possible. We believe that prices will be lower, but that they will be lowered so gradually that the prudent and wise merchant need not suffer unduly. We believe it is a time to owe less money. In other words, that credit has been too cheap with the banks, and too cheap with the jobbers, and the time has come when we must all get down nearer to doing business on our own capital. With common sense and common prudence we believe that all will be well.

Now for the export trade!

Banks Locked Up Currency

To the Editor:

The country is full of agricultural staples, the basis of all trade, and we cannot get money to move the trade that is waiting at our doors. Why not? There is a lot more money in the country than there was a month ago before we were scared by a handful of evil doers. Who is responsible for the lock-up? *It is your bank among others.* They have lost their heads; they are frightened without real cause; they are the ones who are locking up currency. Make them disgorge or withdraw your account. The moment they let out their hoardings into usual business channels the wheels of trade will commence to turn again. If every business house will go to work with a will to convince their customers that there is no real cause for suspension of business, confidence will be restored almost immediately. Will it not be worth while for us all to take a hand in overcoming this unreasonable scare. Conditions are such that we are sure it can be accomplished—and in a very short time—if all will put their hands and minds to the plow. In union there is strength. Let us try it. ALFRED FIELD & CO.

The Gray & Dudley Prizes

The Gray & Dudley Hardware Co., of Nashville, Tenn., did a neat bit of advertising for its sporting goods department when it offered a Tennessee brass reel for the largest black bass caught in any running stream in Tennessee, Kentucky, Alabama, Georgia, Mississippi and Arkansas, the fish having to be caught with tackle bought of the Gray & Dudley Co. The first prize fish caught by Mr. Hackwith weighed eight pounds and was taken out of Crow Creek. The second prize, a six-foot Bristol steel rod, cork handle, was awarded to J. F. Breyer, of Cullman, for a seven pound thirteen ounce bass caught in Mulberry River. The third prize, a $4.50 Bristol steel rod, was awarded to J. P. Blair, McMinnville, for a 5¾ pound bass caught in Barren Fork Creek.

Some Big Chain Making

The following statement shows that there is something doing in Great Britain in the way of chain making. The total length of chain cable tested during the year at the public proving houses in the United Kingdom was 431,382 fathoms, or an increase on last year of 17,000 fathoms, and the number of anchors tested was 9,196, or an increase of more than 500. The diameter of the largest stud-link chain cables tested (which were for the Lusitania and Mauretania) was 3¾ inches. The weight of each link of these cables was 125 pounds, and of each complete cable 124 tons. The heaviest anchor tested during the year weighed over ten tons and was for use on board the last-named vessel.

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Why Some Men Fail

A searching examination of the returns of three of the largest mercantile agencies, for the past two years, leads to an interesting conclusion as to why mercantile houses fail. This summary may be made up in the following table of percentages:

	Per Cent.
Lack of capital	31.5
Incompetency	25.5
Specific or local causes	15.5
Fraud	10.5
Inexperience	4-1
Unwise credits	3.2
Neglect	3.7
Failures of others	2.1
Competition	1.4
Extravagance	1.3
Speculation	1.2
Total	100.0

There is food for thought in these figures, especially concerning the first two. The lack of capital is not often given as a reason by those who have failed; incompetency never—and yet the two are responsible for over one-half the smash-ups that occur.

Observations of Mr. Blue

"I went up to my club this noon," said a Hardware merchant, "feeling quite cheerful, ready to face anything, and inclined toward one or two promising ventures. I had no sooner seated myself and ordered my luncheon than old man Blue came along and sat down opposite me.

"My! how the mercury fell before he sat there twenty minutes. He was loaded with hard luck stories and all the blues of the day had filtered through his sediment of indigo only to assume his hue. Blue was no name for it!

"He spoiled my appetite and made me feel that my substantial luncheon was cheating my wife and children of necessities for the future. He sent me back feeling like a raw east wind—well, as for those ventures I decided to lay them over until to-morrow."

Spoiled Future Chances

Pierre P. Delmars, of Colombia, South America, relates an incident which shows how foreign trade is not to be won. An order came to the United States from Barranquilla for a full saw mill equipment. Four months passed before the goods arrived; excuse, too many demands at home. In the rush of business the outfit had not been tested by the manufacturer. Defects were found to exist in the engine and sawmill, and it was necessary to effectuate a protracted dismounting and send the defective parts to the repair shop; result, two months' additional delay, great expense, and the loss of a lumber contract involving many thousands of dollars. On one of the trials, and due to the defects mentioned, the circular saw was damaged and a new one ordered. It came six months later, consigned to a commission house, without any shipping documents or even a letter of instructions, leaving the consignee absolutely in the dark as to the disposition to be made of the saw.

The customer himself was not advised of the shipment, although he had written two letters of inquiry in the premises. Much disgusted and rather than have his mill stopped for an indefinite time, he purchased at a premium another saw from a local miller. The American article, after being in the custom-house unclaimed for one month through the fault of the shippers, had ultimately to be returned to them.

Gains in American Silverware

It is reported from Chile that silverware of all kinds and all grades is in general use in all the more important centers of that country. The demand is on the increase, and there should be a good field for American ware, which is well regarded. According to Chilean government reports the United States furnished no silverware in 1904, and but $240 in 1905, out of a total importatjon of $10,000, while in 1906 the United States contributed $52 worth out of $8,524. From statements of dealers in silverware and the amount displayed in the store windows, it is apparent that 1908 will show a greatly increased sale and that the United States will show a remarkable gain.

Cheerful in Philadelphia

At a meeting in Philadelphia of the Hardware Merchants and Manufacturers' Association it was decided "that the present condition of affairs in the industrial world was due entirely to lack of confidence, and not to any material change in the prosperity of the country." Accordingly the association issued the following pertinent and timely call: "Wanted, several thousand persons who will preach confidence and prosperity on all occasions." This call ought to be responded to promptly by every business man in the country, who at the same time should resolve to discourage all who indulge in pessimistic talk.

Wire and Steel Lath

It is reported from Panama that there is a growing market there for steel laths and wire netting for construction purposes, owing to the extending use of cement; that trade in those lines and in cement could be developed to a much greater extent if quantities of the right materials were on hand, thus avoiding a delay of six to seven weeks in waiting for an order to be filled from the the United States.

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A DIRECT BENEFIT TO HARDWARE RETAILERS

BY A HARDWARE MANUFACTURER.

I have been deeply interested in your treatment of the question of distributing advertising matter.

I am a manufacturer and distribute successfully an enormous quantity of printed matter among my customers. I am spending a liberal sum constantly in a campaign of general publicity, and my line is well and favorably known among the trade.

I have no difficulty whatever in selling my output, but I desire that the dealer who is selling my wares shall derive the greatest possible benefit from the conditions which I have been able to create. I feel that my duty toward him prompts me to render him some personal assistance. I believe that my duty is not performed by the delivery of his goods, but that I should render him every assistance in the matter of selling, and thus pave the way for larger business intercourse. I have therefore adopted a plan of offering high-grade, expensive literature free of charge to any of my customers who give me the assurance that they will see to its proper distribution.

I find that it pays me to do so, and as our interests are mutual, I have found that those who are using the matter are also largely benefited; in fact, the dealer, with a larger profit than myself, must undoubtedly reap the greatest reward.

Now, I am not finding fault in any sense, excepting that I deplore the fact that I have not been able heretofore to employ methods sufficiently emphatic to impress upon a larger percentage of my customers the advantage to them of properly using the service that I would so gladly render them without cost.

Where I see so many hundreds of dealers who are successfully taking advantage of my service and are largely profiting thereby, I cannot but regret my inability to secure the co-operation of a larger number.

I do not send printed matter unless I am told that an intelligent distribution of it will be given. By this I mean that it will be circulated among new trade who are possible future buyers of my line.

By circulated I do not mean that it should be laid upon the counter to go to waste; on a table where it may become soiled and worthless, or that it should be enclosed in a package reaching someone who would not purchase my article in a hundred years.

Proper distribution means the planting of the matter in soil where it may have the best opportunity to mature.

If I were a dealer I should secure a sufficient supply of advertising matter describing each different line that I had for sale. I should make it the duty of each of my salesmen to see that each customer coming into my store was referred to some particular specialty that I had to sell. This to be done through the use of a few words of commendation on the part of the salesmen, and a request that the customer should at his leisure kindly read what the manufacturers had to say of their product.

I should employ intelligent, cleanly schoolboys to distribute this printed matter after school or on Saturdays.

I should start them on a certain street and instruct them carefully in the matter of proper distribution.

On the corner we have a grocery store. I should have my boy go into the grocery store and hand the proprietor a booklet covering tools, such as saws, hammers and such things as a grocer might need. To the clerks I should hand a booklet on pocket knives, for instance. Next door we find a drug store. This druggist might be interested in scales, funnels, scoops, etc. His clerks might want a razor. We next come to a private house, where the housewife would undoubtedly be interested in kitchen sundries, or possibly stoves. I should have him use his head, and distribute at each place literature which seemed to best fit into conditions. We think from the little outline above that we have given an idea of what intelligent distribution of printed matter should mean, and we know from actual experience that methods of this character will produce results far in excess of expectations.

My object as a distributor of printed matter would not be to see how many booklets I could get away with, but rather that each one of them should pay me for distributing them, and we assure you that matter distributed as suggested above will pay large dividends. The trouble with the ordinary dealer is that he feels that by distributing advertising matter that he is in a sense an "easy mark." That it is the manufacturer's duty to advertise his goods, and that the dealer should sit back in his easy chair and wait for the goods to be "called for."

That is all right so far as it goes, but the live dealer who will take advantage of the general publicity of the manufacturer by attracting the largest percentage of inquiries to himself rather than to permit them to go to his competitor around the corner, is pursuing a policy which it would seem to us will redound to his greatest profit.

I sincerely hope that some few dealers who will read this article will be sufficiently interested to give my suggestions a practical trial, when I am quite sure the results obtained will fully justify his efforts.

No detail is too minute to be of consequence in salesmanship. The best customers are sometimes won or lost by a trivial incident.

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No Benefit to the Masses

From the Robison Hardware Co., Hardware, Stoves, Sporting Goods, etc., Thomasville, Ga.:

It appears that the Parcels Post movement is not to benefit the masses at all. The rate of five cents per pound for the first pound and two cents per pound up to eleven pounds would not give us any advantage over the catalogue house. Any change from the present rate would lend further encouragement and assistance to these houses, which would hurt the merchant in distant places, and not benefit the masses.

If the transporting of parcels to the country by R. F. D. carriers is to do any good, or be patronized extensively, the wear and tear on vehicles on rough roads that P. M. G. knows nothing about, and the extra help required to attend to it, will entail an expense that will certainly not be warranted by the postage receipts resulting.

There are various reasons why the government should not thus aid the catalogue houses, the most important of which is the liability to injure in many ways the small merchant and the owners of small store buildings by needlessly curtailing their sales and cause friction between the farmer and the merchant, as a merchant might not feel it just to have to patronize one who sent his money to the catalogue house and expected the merchant and people of the small towns to buy his produce.

We are glad that you are going right to the spot, and we hope that not a merchant will fail to give you his opinion of the matter.

Would Destroy the Towns

Hale-Reynolds Hardware & Supply Co., Tulsa, Okla.: The parcels post bill, if passed, will benefit one class of people only, and that is the catalogue house in the city. It will not benefit the retailer a particle, because he sells his goods by the people coming into his store. On the other hand, it will be a great benefit to the catalogue house; in fact, it will put them in much closer touch with their customers, the consumers. It will not benefit the consumer, because, in the first place, anything that hurts the progress of the retail merchant hurts the farmer, the mechanic and the laborer. The growth of all towns depends largely upon the retail merchant. If our towns are not prosperous the farmers do not find good markets for their produce; laborers and mechanics do not find a market for their services. If the people bought all their goods of the catalogue house we wouldn't have any towns. The parcels post has a tendency to isolate the farmer; instead of going to town to purchase his goods, he would buy more at home.

In regard to the plan proposed by the postmaster general of a special rate to be made on all parcels originating and delivered on our rural routes of five cents for the first pound and two cents for each additional pound, will say that the only way a retailer could get any good out of this would be to get out a priced catalogue with cuts showing his entire stock. There is not one retailer in a hundred that could afford to do this. On the other hand, the catalogue house would quote delivered prices, be able to make quick deliveries and would be able to command a much larger share of the mail trade.

Confidence at Home

From J. H. Petty, dealer in Hardware, buggies, etc., Elliott, Ia.:

As to the Parcels Post, I am opposed to the proposition. First, if it does not favor the mail order and catalogue houses, it will not become a law. It would give us retailers no advantage, but would stimulate the catalogue house by showing that such laws were necessary, and encourage people to think that they must send away for their merchandise. I do not believe the government ought to enact laws to help those who deceive the people. What we want is more confidence at home, not someone telling us all the time we are robbed, and creating a feeling that you have to spend money to find out who your friend is.

Would Go Out of Business

From the Kokomo Hardware Co., Kokomo, Ind.: We are opposed to all catalogue business and the parcels post movement. The parcels post would put a lot of country merchants out of business. With this matter in force, and the catalogue houses, we might as well close our doors and quit.

Good Year for Hunting-Goods

The news comes from Youngstown, Ohio, that more nimrods are tramping the fields and forests and more hunting is being done this season than in years. The Hardware dealers report sales of ammunition and guns to be larger than ever before in history. Charles Wilkins, of the Wilkins-Leonard Hardware Co., says: "Our sales this year if anything have been a trifle larger than ever before. We have had some trouble supplying trade because of a big explosion at the Austin powder plant, where we purchase the bulk of our ammunition. This firm has been up against it in filling orders in time."

A different story is that told in Omaha, Neb. "They don't go hunting as they used to," said H. C. Townsend, a local Hardwareman. "They eat turkey and go to the football game. It used to be that a man who had any sporting blood in him must go hunting on Thanksgiving, if he shot nothing but a hedge sparrow."

The new president of the village of Greenwich, N. Y., is George E. Trumbull, who has for some years conducted the Hardware house of Trumbull & McGrouty.

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THE OCCASIONAL ADVERTISING OPPORTUNITY

"Yes," said the boss of the wholesale business—the main push of the entire establishment—as he leaned back in his chair, and allowed the smoke of a fragrant Havana to curl about that busy head, over which the snow of several decades of successful business had drifted, "there is such a thing as advertising without any expenditure of money."

"That proposition," remarked the young man to whom this sententious sentence had been addressed, "is one that I have heard advanced occasionally in my devious wanderings through the business paths and by-paths of the nineteenth and twentieth centuries, but it generally emanated from men who held a ten-cent piece so close to their eyes that it was impossible for them to see a dollar a little beyond. From that class of fellows, who are anxious for an excuse to evade the payment of solid cash for publicity, and who hide themselves behind the proposition that they are so well known that it is useless for them to spend money on printer's ink in extending the public knowledge in regard to themselves; in other words, people who are willing to take all the advertising they can get through accident or otherwise, but are not disposed to extend it as far as involves the payment of money. Of course, this does not apply to you, Mr. Blank, as everybody knows that the amount you have spent in the last thirty years would load to the guards one of Bob Evans' battleships."

"Yes," said Mr. Blank, "we do spend money now, but there is a time when we first started, in a little store in the southern part of town, when we had no money to spend for advertising. Still, despite that fact, we became quite well known before the year was over; in fact, accidents and opportunities made us, during the first year, quite well known throughout the city.

"For instance, one day a man entered our store holding in his hand a pocketbook. He said, 'I found this in the gutter near your store, and as I must catch a train for the West immediately I have no time to report it to the police, much less advertising it or hunting up the owner. As I do not wish to take it with me, I ask you to take charge of it until the proper claimant turns up. There are $110 by actual count, and here is my card, so in case anybody wants to find out about me you can refer them to me.'

"Almost before the last sentence was out of his mouth, he was out of the store, with a gripsack in one hand, and his hat in the other, making a sprint toward the railroad depot.

"I had hardly decided in my mind what ought to be done when a shrewd young clerk said to me: 'Mr. Blank, why not boom this through the newspapers and get out of it all that is coming to you in the way of public notice?' The idea struck me as a good one, and I immediately sent word to the city editors of the newspapers, telling them that I had stumbled upon a matter of some public interest, about which they might care to learn. The response was immediate, and inside of a couple of hours half a dozen reporters had come in, examined the pocketbook and taken a description of the same. I merely withheld the amount of money and a description of the papers contained in it. In the morning almost every paper in the city had a long article in regard to this unusual incident—illustrating both the honesty of the finder and his implicit faith in our honesty—and in every case very extensive mention was made of the Blank Hardware store. The articles were certainly seen, as during the day half a dozen people dropped in to inquire about the pocketbook, while as many more stuck their heads in at the door for the purpose of taking a look at the place that had been mentioned so prominently in the newspapers. In almost every case the callers managed to purchase something before going out.

"The man to whom the pocketbook belonged, came in on the second day and proved his property to our entire satisfaction, and as a result there was a second notice on the next day in which mention was made of the Blank Hardware store.

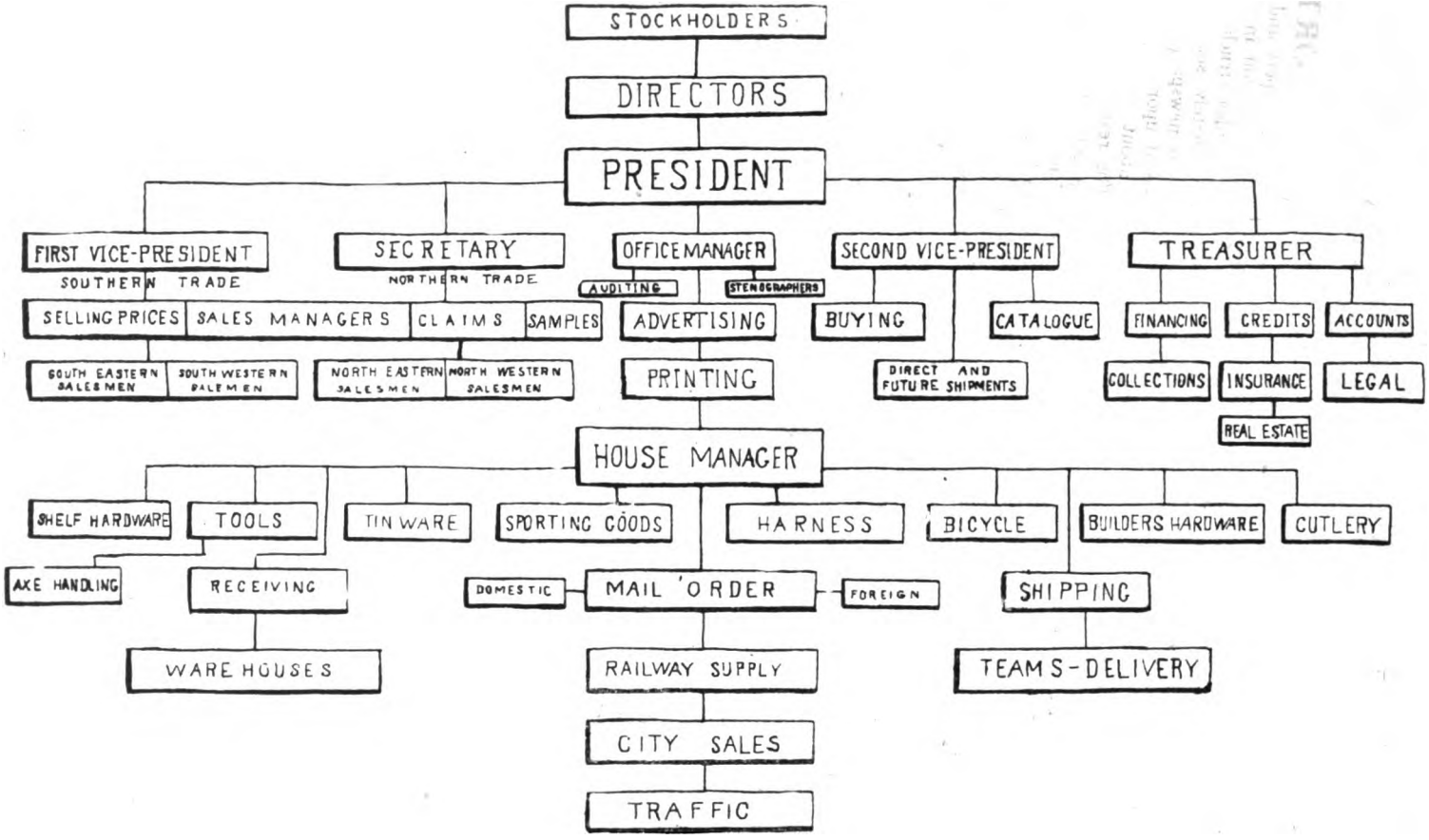
"It is a matter of fact that we kept hearing from that pocketbook story from customers for a long time afterward, showing that we had made an impression, and that it had fixed us permanently in the minds of quite a number of people.

"From that day onward we made a point of getting our names into the papers in a reputable way whenever it was possible, and we certainly received tangible returns. Of course, we took up regular advertising and did not attempt to live on the strength of passing notoriety.

"There is nothing in the world will take the place of good display advertising, especially that kind which identifies our name with the articles that we have for sale and creates in the public mind an impression that the Blank Hardware store and the best makes of Hardware are identical terms."

The Horton Mfg. Co., Bristol, Conn., manufacturers of the "Bristol" Steel Fishing Rods, are furnishing a handsome wall calendar to dealers who handle fishing tackle. It is a reproduction of a painting by Oliver Kemp. The view shown is a fisherman in a stream with one of the company's fishing rods in hand.

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This chart of the organization of the Norvell-Shapleigh Hardware Co., is an illustration of compactness of system, and of an attention to detail, which permits nothing to be overlooked, or left undone. The source of executive power is found in the president, to whom the vice-presidents, the secretary, the treasurer and others are directly responsible. The subdivision of responsibility is clearly illustrated by the chart.

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A TRIP THROUGH A MODERN JOBBING HOUSE

SYSTEMATIZED BUSINESS

Organization, Routine and Expedition as Aids to Business—Stock Arrangement—How Orders Are Handled—Relations Between Employes and Employers.

By G. A. JOHNSON

In these progressive times, when modern and original ideas are so steadily being advanced, and business questions are so frequently discussed by men in all walks of life, I believe that an article bearing on such subjects as the Organization, System and Routine of a large and successful jobbing house must be interesting reading to the average merchant, and particularly so to those who are actively engaged in the Hardware business.

It is through the courtesy of Norvell-Shapleigh Hardware Company, St. Louis, Missouri, one of the most progressive firms in this country, that an opportunity is accorded me to give readers of the Hardware Dealers' Magazine a full insight into the intricate details of the management of an up-to-date and modern hardware house.

The success of this firm is largely due to its perfect organization and strict adherence to its business routine, which is unique through its very simplicity. No unnecessary red tape hinders the work. The orders travel from place to place, from department to department like an endless chain, and the entire system runs like clockwork. Probably no firm more clearly appreciates the value of promptness in its business dealings, and the words—Good Service—are so closely incorporated in the system as to become the dominant factor in all transactions.

As in the human body every muscle and limb have certain functions to perform, and every component part is essential for the operation of the wonderful mechanism thereof, so it is recognized by Norvell-Shapleigh Hardware Company that every employe is a part of its organization, and that every department forms an important adjunct thereto; as only through the most perfect and harmonious co-operation of their employes and high efficiency of all departments have they been able to reach that high standard in merchandising which to-day makes them so prominent in the trade.

It cannot help being of interest to know something about the organization of this firm that has, during the last few years, made such marvelous strides towards first place among American Hardware dealers and whose salesmen to-day cover almost every State of the Union. A visit to such a place would be well worth the time, and having received an invitation from the president of the Company, I decided to immediately avail myself thereof.

Organization and Office

Upon entering the store I first met a courteous young man who has at his command a remarkable fund of information concerning the transaction of business in the various departments of the house and who also seemed prepared to answer all sorts of questions in reference to the business portion of St. Louis, the places of interest and how to reach them, etc. He is known as the usher, or door man.

After stating my business I asked to be shown through the office and we proceeded through the central aisle, which is bordered by rows of desks at which are stationed the sales managers and their assistants. The first vice-president and secretary in addition to their other duties give active attention to the sales management. Their desks are thus near the entrance, where they more readily can meet the friends of the house, that is to say, the customers, for Norvell-Shapleigh Hardware Company values highly the personal element in the relation between themselves and their customers.

Sales department is divided into four heads, with four sales managers and assistants. The divisions are Northwest, Northeast, Southwest and Southeast, and the salesmen are grouped accordingly.

Mail Order, Railway Supply, City Sales and Traffic are separate and distinct departments.

There are two divisions of house managing

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under two managers. The first who looks after the filling of orders, supplies necessary men, maintains discipline, etc., and the second who has charge of keeping stock, placing goods, arranging space for storage, keeping accounts of stock, etc. Each separate department is in charge of a department manager who controls the men in his department.

To the right of the main entrance is the Railway Supply Department, the manager of which has had long and successful experience in the sale of this line.

In the center of the office is a large enclosure, known as the City Sales Department, where all city and suburban retail dealers receive attention, the house being exclusively wholesale. The manager of the City Sales Department, like most of the department managers, is a former commercial traveler.

Another office beside the main aisle is that of the manager of the Advertising Department. The department itself is found in one of the upper floors of the house. The manager of the department has his desk in the main office as a matter of convenience.

The Buying Department occupies the greater part of the East Wing of the main office. The second vice-president is the head of this department. Under his general supervision are the following divisions:

Department of Tools.

Department of Builders' Hardware.

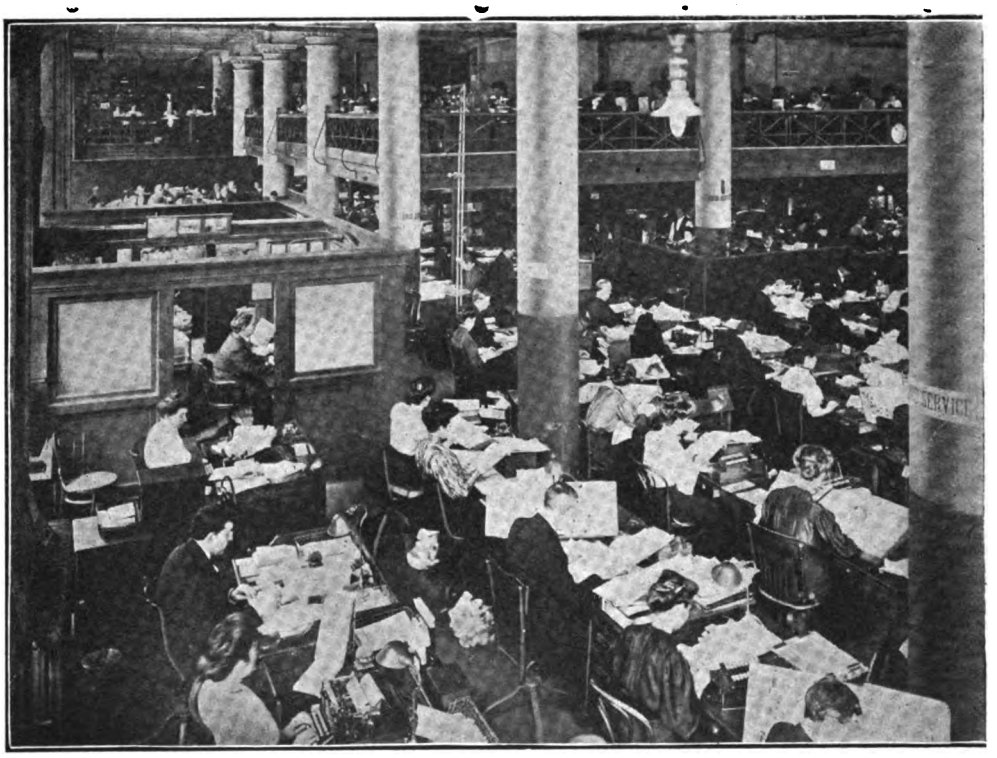
Department of Bicycles, Harness, Sewing Machines, Lamps, etc.

General Hardware Department, which also includes House Furnishings.

Department of Sporting Goods.

Department of Cutlery and Art Goods.

With the exception of the Sporting Goods and Cutlery Departments, these various divisions are each in charge of a buyer whose desk is located in the Buying Department proper. The buyer of Sporting Goods and the buyer of Cutlery have desks located in their respective departments in order that they may be more closely in touch with the stocks they handle. One of the cardinal principles of the Buying Department of Norvell-Shapleigh Hardware Company is to weigh carefully the merits of every article brought to its attention, viewing it from the standpoint of the retailer who must ultimately sell it to the consumer. The application of this principle results in a degree of careful conservatism in buying which fairly insures that the merchandise thus purchased will be of the right sort to attract the consumer's eye. The records of the department are kept with such accuracy that it is possible to take complete inventory of stock on hand at any given time without going outside the Buying Department. The records also supply complete information regarding the various manufacturers of each of the multitude of items which go to make up a



THE MAIN OFFICE ON-

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stock like that carried by Norvell-Shapleigh Hardware Company, and not least important is the record of quotations from this vast number of manufacturers. Contrary to usual practice, the Buying Department of this house is not only expected to make the purchases, but the manager of each division is held strictly accountable for the sales of the articles under his charge. The Sales Department is constantly aided in its work by the ready, cheerful co-operation of the buyers. Scarcely a week of the whole year passes but that a group of traveling representatives are brought to the house and sent through a course of lectures or class discussions, presided over by the different buyers. These classes are in reality heart-to-heart talks in which the buyers and sellers discuss the quality, merits and selling features of the merchandise in stock, familiarize each other with the goods turned out by the manufacturer under other brands than those handled by the house, study competing lines, compare experiences, etc. The intimate understanding between the buyers and salesmen, which grows out of these frequent meetings, is unquestionably beneficial, and tends to promote sales and at the same time insures intelligent introduction of new goods and efficient representation in general.

The Traffic Department, under the management of an experienced railway freight man, has full charge of both inbound and outbound freight and controls all questions of routing and transportation. It is safe to say but few, if any, of the railway freight offices are so well equipped to give quick accurate information regarding routes, rates, time of delivery, etc., as may be obtained here.

The Financial Department, under the direct supervision of the Treasurer, occupies the entire North Wing of the office. Every modern convenience and time-saving appliance, worthy a place in a busy office, is found here. The methods pursued are the outgrowth of long experience in the house.

Directly in front of the Accounting Department is located the desk of the Office Manager, who has full charge of all office work as well as the discipline of the employes connected therewith, all of whom he also employs.



-THE FIRST FLOOR.

Near his desk sits the House Manager, who looks after all work pertaining to the operating departments. He employs all stock men. His desk is directly in front, and in plain view of the President's office, to whom he is directly responsible for his management.

The Claims Department, located straight ahead from the House Manager's desk, is under direct charge of two very competent men, both of whom have long training in this particular line of business. They are both old travelers and know personally many of the

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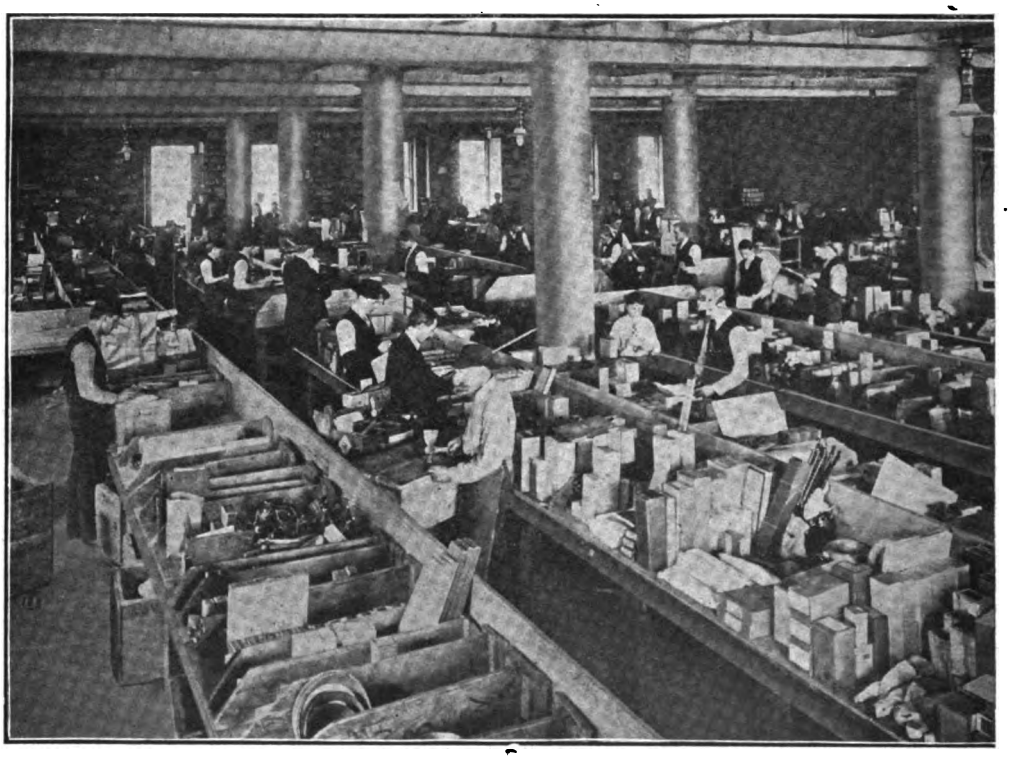
dealers in their territories, which is of great assistance to them in handling their correspondence. The work of this department is so divided that each man has a certain territory to look after.

I was rather surprised at the few employes in this department, which, however, was explained by the simple system in use and the small number of claims which, according to the statistics, are daily being still more reduced. A record is kept of all complaints, which are tabulated according to departments and character, and a full monthly report thereof is submitted to the president.

This system has done much to improve the service and is no doubt to a great extent responsible for its high efficiency. The practical work of the department is done without any red tape; the letters containing customers' complaints are attached to regular "claim forms" or covers, which are numbered, and all subsequent letters and copies thereof, as well as all notations and data made during the investigations, are fastened within these covers, which thus contain the full history of the claims and all documents connected therewith. This arrangement gives the "claim record" a concise form and materially assists in looking up matters pertaining to claims, no matter how old they may be.

The Department of Future Shipments is another interesting and necessary adjunct to a jobbing house, as many lines of goods are sold long before time for delivery, and a full and complete record must be kept of all such orders with a view of having the goods on hand when the order is to be filled, which in these days of shortages in many lines of merchandise is no small undertaking. This department is located in the buyers' division, with which it is in very close touch.

At the extreme end of the Accounting Department is the Directors' Private Room, where meetings are held at frequent intervals, policies of the business worked out, market conditions discussed and it is doubtless to the unanimity of purpose resulting from these meetings that the house has been able to show such remarkable growth.



MAIN PACKING ROOM ON-

Buildings and Stock Rooms

Norvell-Shapleigh Hardware Company occupies two large and imposing structures. The main store building, which is nine stories in height, built of steel and concrete, and as fireproof as is possible to make it, is especially designed for the purpose it now serves, and is arranged on a most up-to-date plan. It is located near the western bank of the Mississippi River, at the foot of the magnificent Eads bridge, fronting an open square and surrounded on the other three sides by business streets, and it naturally attracts a great deal of attention on account of this prominent location.

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The other building, or the warehouse, is also new and complete in its equipment. It is a six-story building, facing a street on one side and railroad tracks on the other, having splendid facilities for shipping and receiving, as several railroad cars can be side-tracked at one time, on its private spur. It has several freight elevators and a complete sprinkling system throughout the building, which materially reduces the insurance.

There are wagons running uninterruptedly between these two buildings, transferring goods from one to another, shipping being done from both places. These wagons leave the store and warehouse on schedule time, and a regular time table is established for this service.



-THE SECOND FLOOR.

In the main building are stored all open stocks which require packing, whereas in the warehouse are located all articles that go out in original cases or bundles, or articles that merely have to be wrapped and tied together.

It may be interesting to your readers to see how the stock is arranged in these buildings, and I will therefore begin at the top in the main building and make a trip through the different floors.

The Cutlery and Show Case Goods department occupies the larger portion of the top floor, and the remainder is used for sample rooms. It struck me as a splendid idea to have the sample room located on the top floor, away from the noise of the street, in a quiet, well-lighted spot of the building where the customers will not be disturbed while making their purchases.

The floor below, or the seventh, is occupied entirely by the Sporting Goods department which, like the Cutlery room above, also has its own packing room. The above departments, containing the most expensive and delicate stock, were assigned to the upper floors with a view of better protecting the goods against damage by dirt and smoke.

The sixth floor is used as the storage room for surplus stock of both the Cutlery and Sporting Goods departments, and here is also located the Catalogue and Advertising departments, as well as the Printing Office.

The firm does nearly all its own printing and employs a good many men and women in this department, which is equipped with three presses and other machinery necessary for a complete printing outfit. All general letters to travelers are printed here, and all change sheets and new catalogue leaves are also prepared in this room.

The Tinware department occupies the entire fifth floor, which also contains a large packing room. The department is growing so fast that it puzzles the stock manager how to furnish the necessary floor space to take care of its rapid increase.

On the fourth floor we find the Bicycle de-

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partment, which has just been remodeled to accommodate its growing business. It may be interesting to know that the demand for bicycles seems to be increasing, and the firm is now making preparations for handling the largest bicycle business in its history.

The Saddlery department also occupies a large portion of this floor, and a joint packing room is provided for these two lines.

The third floor contains the main stock room where most of the shelf goods are stored. It is occupied nearly altogether with long rows of shelving, on which are placed such goods as hammers, hatchets, saws and other similar articles. There is no packing done on this floor, as all goods are sent to the general packing room one flight below.

The principal space on the second floor is utilized for the main packing room, which is elsewhere described, but considerable room is also allotted to the Stock department for storage of Builders' Hardware. This line of goods, which requires more detailed attention than the general hardware, is placed within a wire netting enclosure, commonly referred to as the "cage," to which nobody has access except the head of the Builders' Hardware department and his assistants. The regular order clerks do not get out any goods in this department, all orders being filled by special stock clerks with practical training in this particular line of business. Through this arrangement the stock is kept in better condition, and the usual confusion and annoyance caused by robbing and interchanging parts of locks, etc., is entirely overcome, and last but not least, the service has been so improved that complaints are seldom heard. I was informed that the cage is going to be materially increased in size, enabling the firm to better handle the rapidly increasing business in this department, which increase is no doubt caused to a great extent by its splendid organization.

The carpenter shop and box factory are also found on this floor, which makes it very convenient for the packers.

On the first floor of the building are located the general offices, shipping and receiving departments, which are entirely separate, the former fronting the square, and the latter the opposite street. The lunch rooms and women's rest room are also situated on this floor.



PORTION OF THE HARDWARE SAMPLE-

The cellar contains all heavy goods, such as axes, bolts, hinges, loaded shells, screws, etc., and the department is also equipped with a packing room.

All incoming freight is handled through iron chutes leading from the sidewalk, thus doing away with all elevator service.

The Axe Handle department, occupying a portion of this floor, is quite a feature of the business, and is equipped with modern machinery, such as cut-offs, emery and polishing wheels, etc.

With Norvell-Shapleigh Hardware Com-

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pany the axe handling has long been a trade and is fast becoming an art. The most careful supervision is given to all details of the department, and it is through the complete knowledge, gained by long and practical experience of how to hang the axes and wedge the handles that they have acquired such a high reputation among the dealers as well as the consumers in the lumber districts of the various states where their axes are being sold and used.

There are five electric elevators installed in the building, four for freight and one for passengers, the latter being equipped with a signal device by which a red pilot lamp in the main office is automatically lighted when the cage passes the third floor on its downward trip and remains burning until it begins to ascend. In this way everybody in the office knows just when to take the elevator, and no time is lost in waiting.

A system of passes for outside people wishing to visit offices of the upper floors is also in use.

The warehouse, which is located a few blocks from the main store, is a big Hardware store in itself.

The fifth floor is occupied by screen doors, boys' express wagons, sewing machines, lanterns, and stoves, etc.

On the fourth floor is located all shovels, spades, rakes and lumbering tools, for the storage of which there are 379 bins 5 x 6 feet, totaling 1,875 lineal feet in length. All bins are plainly labeled.

The third floor, the whole of which is devoted exclusively to steel goods (forks and hoes) is certainly a gem. It is laid out in long rows of double-decked bins, plainly and artistically labeled with japanned tin signs, its partitions painted and the floor oiled to keep the goods clean and neat, and protecting them against dust. Never before have I seen such order in arrangement and extraordinary cleanliness in a stock room of any store where I have visited. Every foot of space is utilized, and at the same time the goods are laid out systematically according to character, size or number.



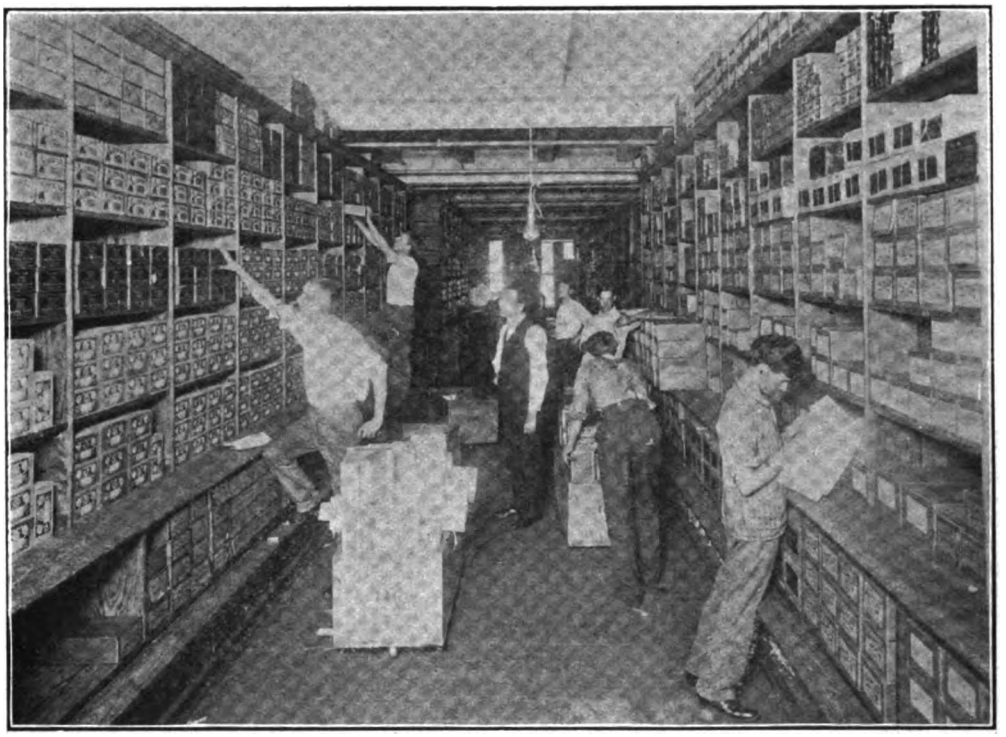
-ROOM ON THE TOP FLOOR.

The bins, of which there are 371 on this floor, resemble those on the fourth in size and general construction, but are built of lighter material.

The second floor is occupied by lamps, galvanized ware, lawn mowers and pumps, and makes a very attractive appearance through its long straight aisles running from one end of the building to the other.

The first floor is used almost exclusively for shipping and very few goods are stored thereon, except over the shipping sections, where every foot of air space is utilized by means of decks, on which such goods as wire netting, ice cream freezers and coal hods

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METHOD OF STORING STOCK IN MAIN BUILDING.



LOADING PLATFORM AT MAIN STORE.

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are stored. All shipping sections are divided by high board partitions to prevent the goods belonging in one section from being mixed up with those in the adjoining one.

One of the most notable features in the shipping room is the steel goods aisle, which is 160 ft. long, 5 ft. wide and bordered by 80 shipping bins or sections 4 x 5 ft. in size, arranged by towns. The goods, including shovels, spades and scoops, are stored in these bins or sections preparatory to the shipping and are always quickly located when wanted, by means of plain signs over every bin. There is seldom a delay or hitch in the warehouse shipping room, as everything is in its place and there is a place for everything.



ONE OF THE TOOL ROOMS IN MAIN SAMPLE ROOM.

The cellar, which is very light and has a high ceiling, contains the heavy goods, such as nails, horse shoes, barbed wire and hollow ware, etc. In the rear is the railroad platform and the warehouse switch, which is long enough to permit several cars being loaded and unloaded at the same time.

How Orders Are Handled

Little does the retail merchant know about the inside workings of a modern jobbing establishment. The details connected with the filling, invoicing and shipping of an order are barely conceivable to the average man.

Just think of taking care of thousands of orders daily, seeing that every instruction of all these customers are carried out to the letter, guarding against all mistakes, through the most complete and improved system of checking and rechecking, and finally disposing of all these orders without a hitch of any kind, and all this accomplished during the working hours of one day. This is modern merchandising, indeed, and is just what Norvell-Shapleigh Hardware Company are doing every day.

The magnitude of their business and the ease with which it seemed to be taken care of struck me very forcibly, so I asked for an opportunity of learning something about their system of handling orders. After being informed that the most practical way of studying their order routine would be to follow an order in its course through the building, I was ushered into the mailing office, where all mail is received, opened and distributed. This department is a busy place, indeed, particularly during the morning hours when mail deliveries are heaviest. It is equipped with an automatic machine for sealing envelopes, with a capacity of 4,000 per hour; a splendid, labor-saving invention.

The immense morning mail is collected at the post office by special messengers, who deliver the first installment thereof at 6:30 a. m. Numerous young men and boys are then engaged at opening and segregating the letters, which work begins immediately, so as to have

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KANS. (STATE) SCAMMON. (TOWN) F. N. JONES (SALESMAN)

H. W. SMITH. (CUSTOMER) HARDWARE (BUSINESS)

CATALOGUES: HARDWARE, BICYCLE

INSTRUCTIONS: DONT BACK ORDER DONT SUBSTITUTE.

FRISCO, R.R.

REMARKS

CRED'T NO. 13326

RATING E 2½

TERMS REGULAR

LIMIT 1000 00

FIG. 1—FRONT SIDE CREDIT CARD.

the mail distributed on the desks of the various department managers at the opening of the store—7:30 a. m. Special attention is of

190	SALESMAN		QUOT.	MAIL
226561			3/3	308672
407500			7/2	716859
1105675				1002172
6-6 7				

FIG. 2—REVERSE SIDE CREDIT CARD.

course, given to orders and remittances; the former going to the registration department, and the latter to the credit man, who looks them over carefully, making all necessary notations before turning them over to the Cashier's office.

Upon leaving the Mailing Department, I turned my steps across the aisle towards the registration office, which is a very important department, inasmuch as it contains full records of all movements of orders, and a great deal other valuable data and references which I will take up as I go along. There are a number of young men and women employed here, under the supervision of a department head. The work of this department begins thirty minutes before the store opens for general business. No time can be lost in the morning, because the majority of all orders received in the morning's mail must be out of the house before night, and every minute is therefore made to count. The first transaction in the registration office is the entry of the orders on the salesmen's record sheets, which show the number of orders taken by each salesman for every day of the month. The order is then given a number by which it is known thereafter. The month and date when the order was received form the first three or four figures of this number and the other figures indicate the serial number. Thus: An order number 1207867 means that the order was received on December 7 and the serial number is 867. All future and direct factory shipments are then segregated and turned over to the buyers for their inspection before going to the department for future shipments, where they are again recorded and filed until time for shipment.

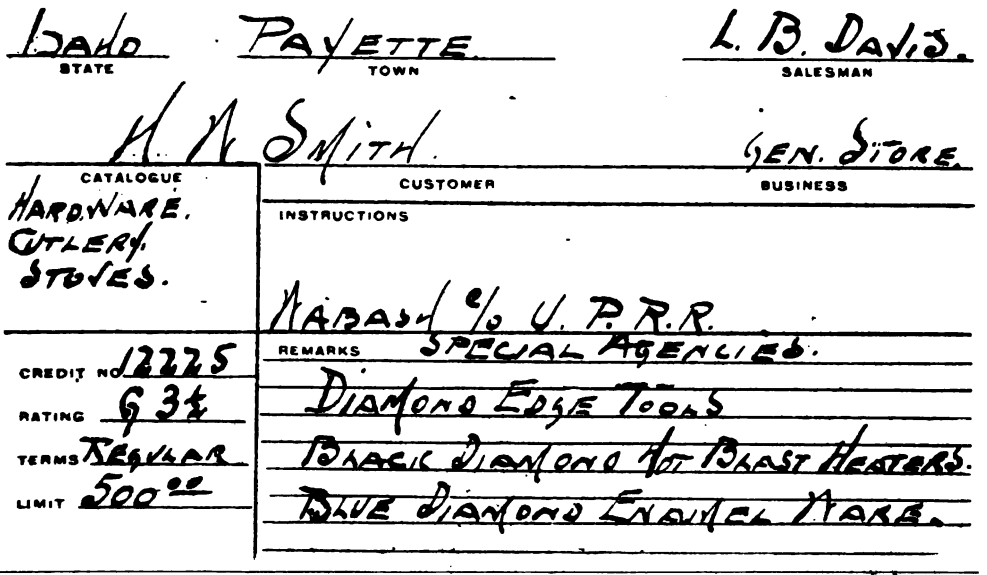
We now come to the most interesting feature of this whole department—the "Card Index System," and in order to better illustrate same and the special benefits derived there-

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from, I will reproduce both sides of one of the cards measuring 3x5 inches. These cards are arranged in cabinets by states, towns and customers.

Fig. 1 shows the front side, part of which is used for credit notations and the other part for customer's general instructions pertaining to filling and shipping of orders, which notations are copied on the face of the order sheet and carefully observed. The upper part of the card is for the customer's name, address and line of business. It also shows what catalogues if any, have been sent him.

Fig. 2 gives the reverse side, where all orders are entered as received, special columns being provided to show whether they are salesmen's orders or mail orders. There is also a column for quotation records. The sales managers consult these cards frequently to obtain such information, as, how many orders they



THE "DANGER CARD."

have had from the customer, whether he is a mail order customer or not, and whether they have been favored with orders after sending quotations, etc.

A pink colored card of same size is also used, which is appropriately referred to as the "Danger Card" as it contains special memoranda regarding undesirable accounts or other remarks of similar nature, and acts as a danger signal or warning to exercise unusual care in handling of an order to which it has reference. It also gives full information about special agency goods and tends to prevent errors of selling such goods to more than one customer in the same town.

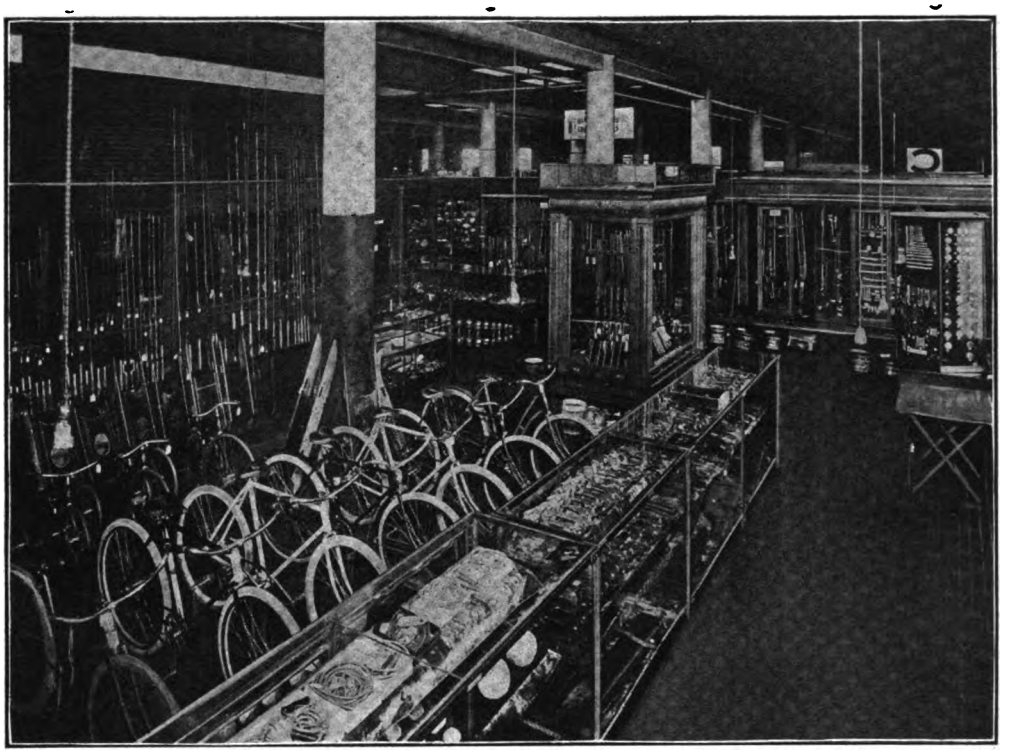
The value of these cards seemed very obvious to me at the first glance; they not only assist the credit and sales departments, but also protect the customers, and thereby perform double service. They represent, so to say, the *memory of the house;* employes come and go but the cards always remain silent recorders of past transactions and valuable advisers for future ones.

After having passed through all these precautionary measures the order is ready to go to the credit man for his approval, and if accepted is immediately returned to the registration office where it is entered on the official register according to its number. The departmatizer now takes hold of it and prepares it for the stock rooms. He sees that all goods are properly entered on the different department sheets, which are then immediately distributed throughout the house. If a salesman fails to copy an item on the proper sheet, or in case of mail orders transfer slips are made out, but little time is lost even then, as a large force of entry clerks is always on hand for this work. The catalogue shows on what floor of either the main building or the warehouse every article is stored, so there is little chance for such errors.

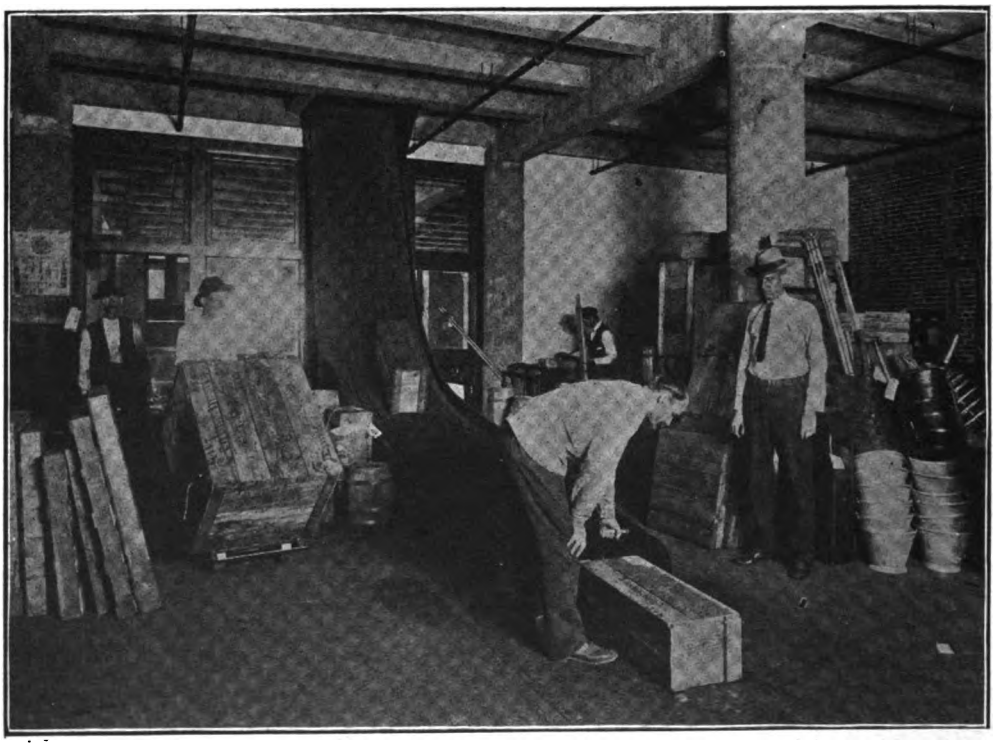
Another feature to which my attention was drawn, was that all messenger boys carrying papers from one department to another make regular trips every thirty minutes, having to register their names and trip time at each station.

The time consumed in the preliminary operations before the practical work of getting out the goods begins, is really astonishingly short, as can be seen from the fact that the orders received in the first morning mail, are always in the hands of the stock clerks at 8 a. m., and are turned over to the packers long before noon. I was shown a case on record where some few weeks ago a new stock order of 94

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A CORNER IN THE SPORTING GOODS SAMPLE ROOM.



CHUTE SHOWING METHOD OF SENDING GOODS FROM PACKING ROOM TO SHIPPING ROOM.

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pages was received in the registration department at 8 a. m. and being filled almost complete, with only eight shortages, was delivered in the shipping room before 3 p. m. It took that night's train for Texas and reached there on time, the customer sending telegraphic advice when the goods arrived, which was four days after receipt of order.

This struck me as pretty good work, and I was told that, were it not for articles made to order, goods sent in from other houses, every order would be filled just as promptly.

Such speed is made possible only by orders being worked simultaneously on all floors by different crews and the packing being done on several floors at the same time. Only small goods, such as mechanics' tools and builders' hardware, etc., are assembled in the main packing room on the second floor, which has a floor space of 9,080 sq. ft., and contains 952 feet of packing tables. This room is light and well ventilated, having windows on three sides and is connected with the shipping room below by means of an iron chute, through which even the largest boxes are lowered. The goods are all checked and rechecked before being packed. Broken and untidy packages are returned to the stock rooms and only fresh and bright looking goods pass the rigid inspection to which they are subjected. The packing is done by experienced men, who are held responsible for any breakage caused by carelessness, which in a great measure insures first-class work.

Having traced the order through the various stages of its progress, I have now reached the shipping room, where it receives its final disposition. This department occupies a large portion of the first floor, and almost its entire floor space is taken up by bins or sections laid out according to States, where shipments are assembled before being loaded on the wagons. There is a platform 200 ft. in length running in front of the entire room, which greatly adds to the shipping facilities. A large force of men are engaged at trucking, checking and loading teams and everybody is on the go in this busy department. It requires good judgment and quick action to get all shipments out of the house before 5 p. m., when the freight sheds close for the day, but Norvell-Shapleigh Hardware Co.'s location is peculiarly well adapted for this work as nearly all the principal freight depots are within a few blocks of the store.

The shipment now being on the way to its destination, let us see what has become of the order sheet and how it is priced and invoiced. When the packing cases were dropped through the chute into the shipping room, the order sheet went back to the registration office to be checked on the official register. This completes the records of this office and prevents an order of being lost or misplaced in handling. All orders not checked out are reported to the house manager, who requires an explanation from the foreman of the packing room regarding the cause for the delay.

The next step brought me to the Pricing Department, where I was shown the most up-to-date "pricing catalogue" that I have ever seen. This book is entirely different from such catalogues which I have seen used in pricing offices of other firms. In order to fully explain the valuable features of this book, I have had a page reproduced. The illustration shows that all goods are arranged alphabetically and numerically, which by means of a multiple index makes it exceptionally easy for the price clerks to locate the many thousands of items which are tabulated therein. I was told that it took six months to make up one of these books and the cost was quite considerable, but the system no doubt paid for itself in a very short time.

Another feature about this pricing catalogue is that it contains net prices on all articles, also sold by discounts, which is illustrated at the bottom of the second column where you will find carriage bolts listed. It is noted in front of each item on what page in the regular catalogue the article appears, also how the goods are sold, whether in gross, dozen or single.

In addition to this perfect system of price keeping, there is also a method of keeping track of all prices or quotations made to different customers from time to time, which requires a set of individual price books.

Each of these books which are loose leaved and arranged in the same order as the general price catalogue contain only one account and every price or quotation made this customer is copied and the date thereof noted.

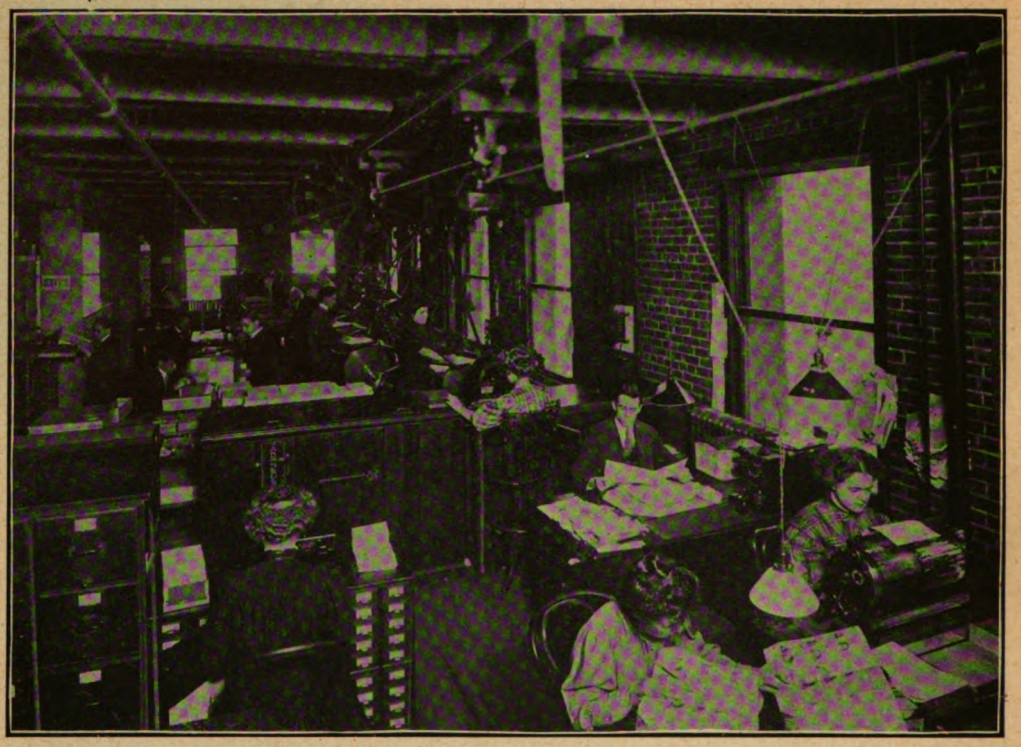
This system as used by Norvell-Shapleigh Hardware Company is very characteristic of the firm, and is, as far as I understand, the only one of its kind in this country.

As soon as the pricing is completed the order sheet is turned over to the entry department where the invoices are made out in duplicate, the original going to the customer and the copy to the bookkeeper. This department is equipped with numerous adding machines and all operators and employes are female, but one, the exception being the manager, who also has charge of the filing department, which is located in an adjoining room.

As evidence of the up-to-date and comprehensive methods of the firm, I might mention that the department is in position to render invoices in several foreign languages, such as French, Spanish and German, and is most complete in every detail.

The order sheet having served its purposes is now sent to the Filing Department, where a great many persons are employed for the proper keeping of all documents for future reference. One of the rules of this department is, that no papers can be taken away from there except those that have reference to

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A CORNER IN THE PRINTING OFFICE.



SHOWING METHOD OF PILING DUPLICATE STOCK OF STEEL GOODS IN WAREHOUSE.

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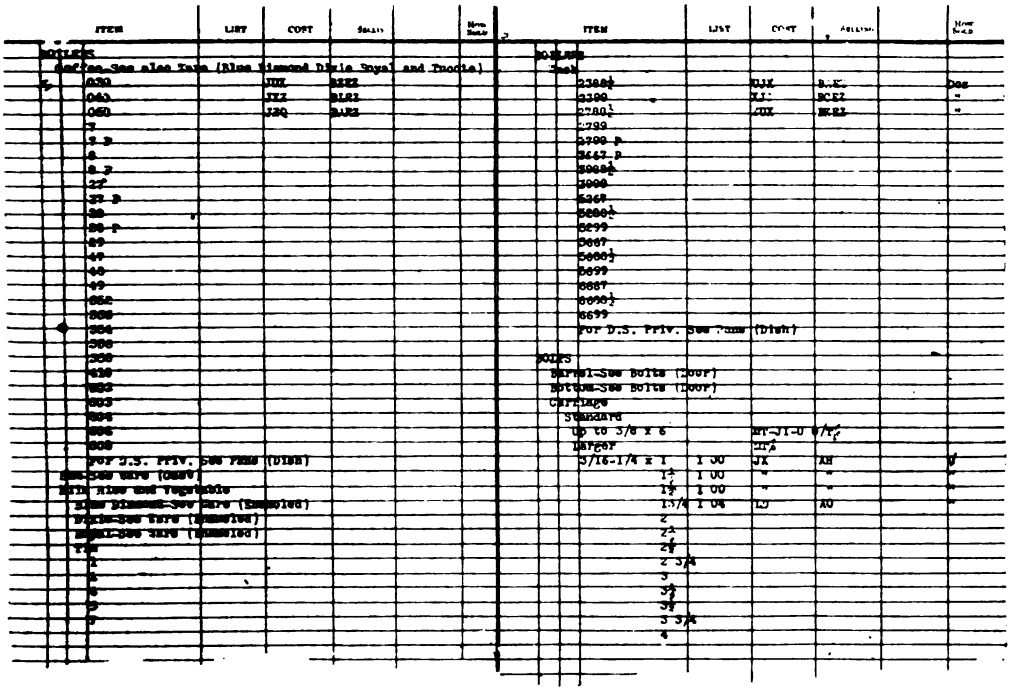
claims and are used in completing the records of the claims department. Any person outside of this department wanting information from the filing room, can obtain it by making requisitions for copies of letters and order sheets, which are furnished without delay, or, if he prefers to see the originals, he can do so at the information counter, within the enclosure of the department, but under no circumstances can he take them with him. In this way no papers get lost and there is no trouble in finding what is wanted, which is not always the case where letters and order sheets are permitted to circulate around the house. The system may be a little expensive, but answering the purpose it is certainly worth the price, as an incomplete filing department is worse than none.

more private nature than any other, is located in the corner on the main office floor, just outside the entrance to the President's office, and is in direct charge of the office manager.

The first operation in this office is the figuring of the profit of every article and footing up the invoice on that basis. The salesman is then credited with the amount of the bill showing both sale and profit, after which the carbon is filed in a special filing cabinet according to salesmen, subdivided into States, towns and alphabetical arrangement of customers.

At the close of the month the salesmen's records are figured, showing the exact amount of sales and profit in each division of the business.

In addition to the above, the Auditing Department also foots up at the end of the month



SAMPLE PAGE OF PRICING CATALOGUE.

Returning to the Entry Department and desiring to see the routine of the invoices, which I left behind when I entered the Filing Room, I was informed that the original copy had already been sent to the Mailing Department, which also handles all outgoing mail, and the carbon was on its way to the bookkeeping department, where I arrived in time to see the amount of the sale and the terms thereof posted in a loose leaf ledger, all arranged by States and towns. This department was very much like many others of its kind, so seeing no reason for dwelling there any longer, I proceeded towards the Auditing Department, where the finishing touches were applied.

This department, which handles matter of the total of bills receivable from each State.

This ended a most interesting trip through the operating departments of the house, and having followed an order from its receipt on the mailing desk, to its final disposition in the Auditing Department, I will now make a few general remarks about the discipline, etc.

Relations Between Employee and Employers

It is natural to expect that a house doing so much towards earning the confidence and respect of their customers, will not slight their employes, who have been instrumental in obtaining for them these desirable results.

Norvell-Shapleigh Hardware Company has

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not lost sight of the fact that a policy of consideration and encouragement is more productive of good results and more beneficial to its interest than one of cold bloodedness and harshness, and for that reason, as well as from the nature of the directing heads of the company, have they adopted a most liberal policy in dealing with their numerous employes, who are being taught that every man counts in business and that his individual position is never underestimated by his employers. Every employe is given full credit for his merits, by which his advancement is determined, and he is equally held to account for his shortcomings.

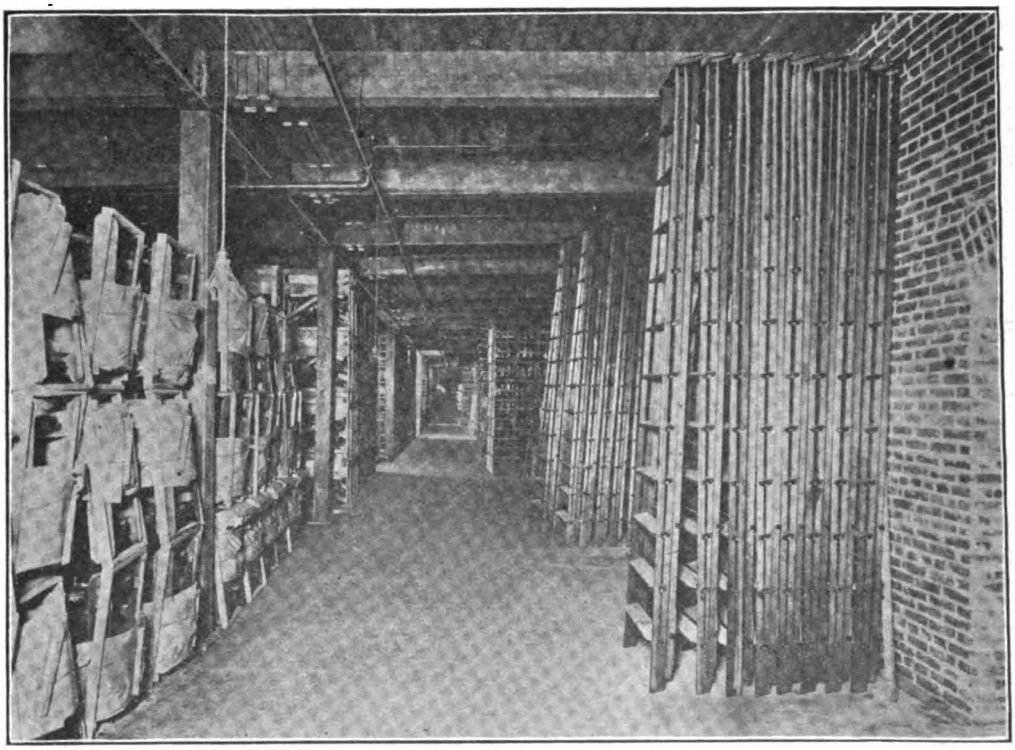
This is a very democratic house; no fancy private offices, with their ante-rooms and ceremonial formalities, no cards on silver trays necessary for an audience. The President, Second Vice-President and Treasurer have their offices partly enclosed by low partitions, but the other officers and heads of departments are out in the open space scattered amongst the employes. No trouble to get a hearing before any officer of this company; just walk in and state your business—that's all. A man with a grievance is never denied an opportunity of laying it before the President, if he so desires, and if his case is just he can be sure that any mistakes will be rectified.

The whole organization of this company is built on family principles, which brings the officers and employes in close touch with each other, and a spirit of good feeling between the former and the latter is manifested in every department of the business.

Much is also done for the comfort and recreation of the employes, the house observing Saturday half holiday nearly all year, and it is only on very busy occasions that the doors remain open on Saturday afternoons.

At Christmas, the company makes a present of half a month's salary to every person who served continuously for the preceding year.

The hours for work and lunch are so arranged that the women work one hour less than the men, and go to and return from lunch at different times. Separate lunch rooms are provided for the male and female employes, which are always kept neat and clean and no one is allowed to eat the noon meal elsewhere in the house.



SHOWING METHOD OF STORING BULKY GOODS IN WAREHOUSE.

A rest room for women is one of the features of the establishment, and the system provides a matron in charge thereof, who, upon proper representation of a woman employe, that she needs rest for a few minutes, or an hour or more, approves an application for a leave card to the proper head, and the employe is then relieved from duty.

There is also maintained a sick benefit fund, made up of money received by all officers and

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employes for jury and witness fees, which, together with voluntary contributions, has brought this fund up to a considerable amount and the custody thereof is in the hands of three employes, the House Manager, Office Manager and the head bookkeeper, who pass on all applications for assistance and distribute the funds according to the deserving features of the cases. The company pays full salary to all employes when absent for jury or witness duty.

"Good Service" the Motto

In making a trip through the house one cannot help noticing a great number of conspicuous signs, about 4 x 18 inches, with inscription "Good Service" in large, plain letters. If asking the meaning, one is told that the words "Good Service" is the motto of the house, and the object is to constantly impress on every employe the value of correctness in all dealings, thereby enlisting their hearty co-operation in their unceasing efforts to give their customers satisfactory service.

The clerk who gets grouchy when asked to do something a little out of his regular work, something "he wasn't hired to do," is likely to find his employers rather slow in raising his wages for doing just so much.

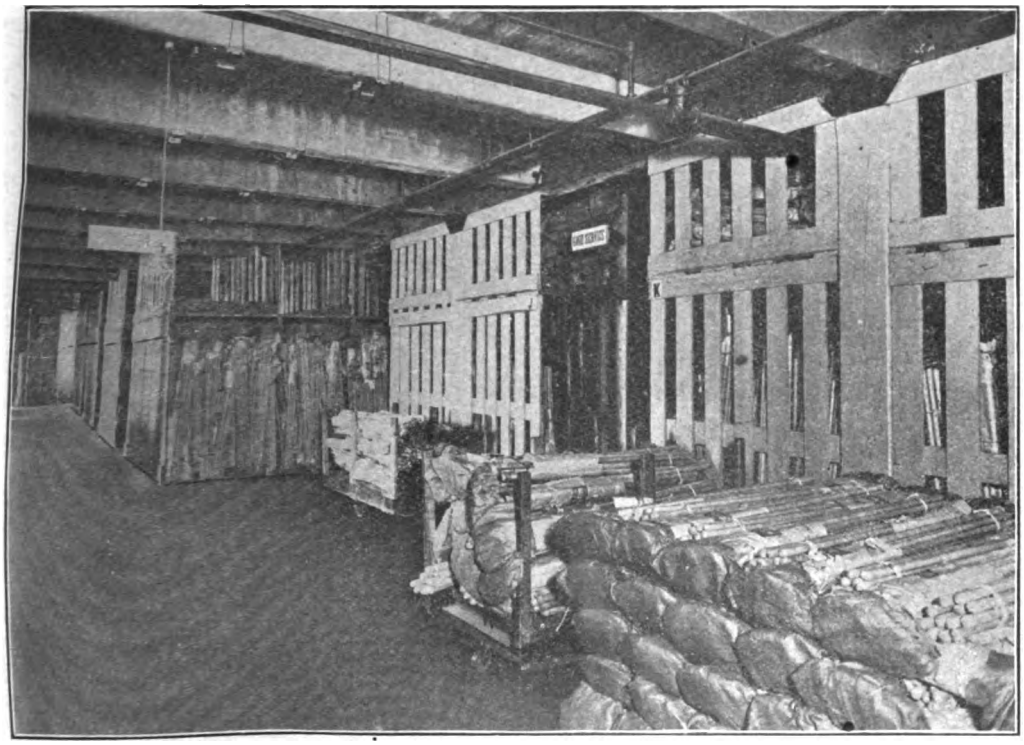
There is no joy in life equal to the joy of putting salt on the tail of an idea.

Don't be Too Necessary

A man's value to a business is not always in proportion to the influence of his personal presence. Sometimes the ability to leave a business for a time and have it go on as smoothly as ever is the best test of a man's control over it.

A manager was taking an extra hour away from his work one noon, and remarked to a friend, with apparent pride:

"I must be going back, or everything will be at a standstill. I can't leave the shop for two hours without causing a difference in the work. It doesn't take long for things to be going at loose ends unless I am right there to watch



STEEL GOODS FLOOR IN WAREHOUSE, SHOWING ARRANGEMENT OF BINS

This man, trying indirectly to raise himself in his friend's estimation, was really confessing his own weakness, and laying bare his secret misconception of the functions of a manager. The humor of the situation is apparent when we remember that many of the owners and managers of vast business establishments are able to be absent from their offices for weeks and even months at a time.

The good organizer, unless he is limited to very poor material, is usually the man who makes his own personal presence less and less of a necessity to the harmonious working of the system.

Excuses are the enemies of advancement.

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A Good Skate Window Display

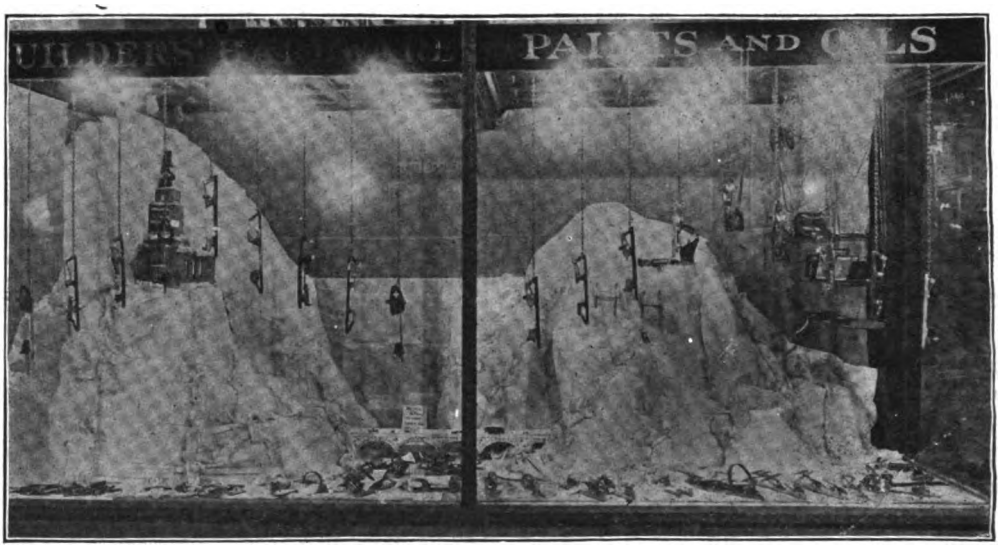
The Warner Hardware Co., Minneapolis, Minn., recently had a window display of skates, which attracted marked attention and greatly increased skate sales. Notwithstanding the photograph does not give all the details, sufficient is shown that it is a unique display. The description follows, quoting from the company's letter:

"We have one enclosed window fourteen feet, front glass, with ceiling paneled and studded with twenty-seven electric lights, all finished in birch mahogany, as a basis to work on.

"You will notice the base of this window scheme is, two snow mountains with ice pond in the foreground, and bridge connecting, emerging from, and entering into a tunnel at either end. Our ice was made by IC roofing tin, with white sand scattered carelessly on it, the bridge built up on blocks and painted. You will notice on the bridge, street cars, teams, automobiles, etc. These are all fastened on a white continuous braid attached to a mechanism operated behind the background of the entire window (which is blue cloth to represent the sky). This mechanism is run by a motor, operating the moon, which is in dim evidence, just to the left of center of the window. The moon moves slowly and continuously from behind one mountain to the other. On the outer side of the right-hand mountain you will notice a train rounding the mountain side and near the center of the picture, a large pavilion, which was made out of cardboard, with openings for windows covered with oiled paper, and electric lights behind this, illuminating it very brightly.

"On the mountain at the left you will notice a church, very complete in all its details, although it is built out of nothing but little empty wooden boxes. Leaded glass windows are produced in effect. The church doors are open and a view straight into the church shows a tile floor, pews, and altar, all brightly illuminated from behind by electricity. The clock in the tower is an Ingersoll watch. Skates were suspended in the foreground from the ceiling by means of various lengths of chain. Skates were also strewn on the window floor, near the front of display. Several sign boards were put up on the mountain side, which are not discernible in the reproduction.

"This window has attracted a great deal of attention and comment and we feel that it should have done so, in that it took a great many days to complete its details, and the careful attention of an artist in perfecting the minor details of mounting and painting, etc., the various features."



A UNIQUE SKATE WINDOW DISPLAY BY WARNER HARDWARE CO., MINNEAPOLIS, MINN.

An Optimist

See dem reed birds flyin'
'Crost dat marshy place?
See dem plump persimmons
Darin' you to tas'e?
See dem yaller pumpkins
How dey's rounded out.
Hahd times, honey?
Whut's you talkin' 'bout!

Apples in de orchard,
Sweet an' hangin' low;
Rabbit takin' exercise
Foh footprints in de snow.
'Possum prowlin' roun' de tree
Eatin' till he's stout.
Hahd times, honey?
Whut's you talkin' 'bout!

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LISTS AND DISCOUNTS

Exception Taken to Long Discounts by a Jobber—Want Simple Discounts to Save Time—Views of Manufacturers—Majority Favor Simplification—Dealers and Jobbers' Views Invited.

From a jobbing house we have received a letter, which has been placed before a number of representative manufacturers, and from the larger portion of whom we have received the letters that follow. For a succeeding issue views are requested from other manufacturers, and especially dealers and jobbers.

The jobber's letter is as follows:

To the Editor:

As the first of the year is approaching and the manufacturers will be issuing new price lists, would it not be well to draw to the attention of manufacturers in general the question of making lists subject to as simple a discount as possible?

There seems to exist no good reason whatever for a list that demands such a complicated series of discounts as we are frequently called upon to figure. No doubt, it is necessary to sell goods at list and discount, but, if so, let us have the discount as simple as possible.

In the United States and Canada time to the value of thousands of dollars is wasted each year in figuring these complicated discounts. Cut it out, gentlemen. Let us get down to as simple a discount as possible.

EMERSON & FISHER, LTD.

Do Not Use Any Lists or Discounts

We quote and bill all our goods at net prices. We do not use any lists and discounts at all and believe that our customers like our system much better.

NATIONAL MFG. CO.

Jobbers Prefer Long Discounts

We would be only too glad to cooperate with you in cutting out long discounts, but we find a good many jobbers prefer that goods shall be listed at long discounts. Why this should be so we are unable to understand, but at the same time you can appreciate the fact that we wish to do as the majority of our customers desire. NATIONAL CUTLERY CO.

Have Used Net Prices for Quarter Century

We believe in simple discounts wherever discounts seem necessary or desirable. We used such for many years, but discarded them altogether, adopting net prices instead over twenty-five years ago and have used only the latter since. NORTHFIELD KNIFE CO.

Tendency to Make List and Discount Too High

Our line of business is such that on many of the goods it is absolutely necessary to have lists and discounts instead of net prices; for instance, take Bright Wire Goods as an example: to quote a customer net prices on this line would necessitate a long letter, while a discount could be quoted him in one line.

Wherever a customer asks for prices on two or three articles we always quote them net prices, but any one can readily see the extra amount of work that it would make to quote on the whole line. We believe that the tendency on all lines of goods that we manufacture is to make the lists and discounts too high and that it could be simplified to a great extent. PARKER WIRE GOODS CO.

Should be Simple as Possible

While we believe that it is necessary to sell certain classes of goods by discount from a list, we agree with the party that the discounts should be as simple as possible.

COBB & DREW, INC.

Jobbers Favor Complicated Discounts

In our opinion it would be very much better to use lists with simple discounts. Complicated discounts are favored by the jobbing trade for the reason that the retail trade cannot arrive at the net prices on some goods as easily. Upon some goods which we manufacture, the discounts are very complicated, and we are obliged to use them on account of other manufacturers favoring this method, but it would be very agreeable to us to use simpler discounts. LAWRENCE BROS.

Favor Simpler Discounts

While perhaps we are not in a position to criticize, owing to the fact that we ourselves have a complicated series of discounts on our own price lists, yet we heartily agree that it is a nuisance and that a simpler discount would answer the purpose just as well and be the means of saving much valuable time.

GRANITE STATE MOWING MACHINE CO.

Working for Simplified Discounts

We fully agree with our Canadian friends in their views, and that, as far as we are concerned, there are but very few items remaining on which we have a system of complicated discounts, and even on these we are lending our influence with the various manufacturers to simplify the same.

WIEBUSCH & HILGER, LTD.

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Have Discounts That Work Satisfactorily

It has always been our endeavor to get our discounts upon as simple a basis as possible so as to have them coincide with the retail trade. We have a series of discounts that seem to work very satisfactorily and harmoniously, and at the present time do not want to change them.

HENRY DISSTON & SONS, INC.

Are in Sympathy

In regard to lists and discounts will say we are in sympathy with the movement to simplify discounts as far as possible, and in making up our discount sheet we aim to use simple discounts whenever it is possible to do so. THE STARR BROS. BELL CO.

Heartily Approve the Suggestion

With reference to simplifying, as far as possible, all discount sheets to save time and trouble, we heartily approve of the suggestion. Our discounts are already very simple, being for the most part only two figures.

HAMMER & CO.

Fluctuation of Prices Prevent

We note Emerson & Fisher's letter, but fail to see how a manufacturer can keep to simple discounts so long as competition exists and the price of raw material fluctuates. We can readily understand why the retailer desires a simple discount, but do not see how it can be adhered to.

C. T. WILLIAMSON WIRE NOVELTY CO.

Believe Established Custom Prevents Change

While the idea is a very good one, owing to the long established custom it is not practicable. There are, however, many instances where there is no necessity of having numerous discounts, and it is our aim to eliminate this as much as possible.

WALWORTH MFG. CO.

Impossible to Satisfy All Jobbers

We are of the opinion that it is impossible to satisfy all jobbers with reference to this matter. Some prefer a net price, and others think their interests are protected if the discount is more or less involved, so that the ordinary consumer will not be able to rightly determine just what the net cost is.

J. W. C.

List Should be Top Retail Price

We are of the opinion that a list should be the top retail price, then the first discount should represent the price to the retailer in small quantities. After that, the succeeding discounts should be proportioned to amount of goods bought. CHAS. MORRILL.

Incessant Commercial Warfare That Brings Small Discounts

It would be very nice to be able to sell goods at a straight 40 or 50 per cent. discount. This would save a great deal of figuring and a great deal of time, but the dealer and the and the jobber are looking for slight concessions continually, and get them on many lines of goods from month to month. These concessions have to be made as an extra discount from the regular discounts quoted, and very soon there becomes a complication, or rather a multiplication of discounts, and instead of the standing price of a straight 40 per cent., there soon becomes a discount of 40 and 7½, and 5 and 2½. It is the incessant commercial warfare that brings the additional small discounts, which make it so hard to figure out the net price of goods, and it is hard to propose a remedy that would effectually prevent the same. WRIGHT WIRE COMPANY.

Usual Run of Discounts Too Complicated

We heartily agree with Emerson & Fisher that the usual run of discounts is too complicated, and that the simpler they can be made the better it would be for all concerned. In fact, we favor net prices, so far as practicable. If it were not for the fact that we use a discount book, we don't know what we would do when it comes to figuring some complicated series of discounts.

THE ROOT BROTHERS CO.

Customers Favor Net Prices

For the past two years we have been strongly of the opinion expressed by your correspondents, Emerson & Fisher, that the complicated discounts were a great nuisance, both to the buyer and to the manufacturer. We have, therefore, for the past two years quoted net prices in every instance. Our plan in getting out our discount sheets has been to quote strictly net prices, but in those cases where it figured any particular discount, we have so stated in small letters for the convenience of those customers who desired to make comparisons with others who still adhere to the discount principle.

This dual plan has been new so far as we are aware and in most cases has worked very satisfactorily, although we confess that a very few customers were inclined to figure a discount from the net prices that we quoted. We soon disabused their mind of this idea, however, and we have had practically no trouble at all, and we know personally that very many of our customers have been very much pleased with the system of net prices.

THE NATIONAL MFG. CO.

Two or More Discounts Better Than One

Our experience with the Hardware trade has been of such a nature that we do not believe a flat discount would be satisfactory

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either to the merchant or manufacturer. We have found that if we had a discount approximately 60 per cent. as the very bottom price that it is better to have a discount of 50-10 per cent. with an extra 10 per cent. for special customers, where they are entitled to a price for a quantity of goods purchased, and if we made this discount 60 per cent., immediately some dealer would want an extra 2½ per cent. or 5 per cent., and would not be satisfied that our statement of 60 per cent. was the very bottom price we have. We have carefully given this matter consideration for several years, and are fully convinced that two or more discounts are better than one discount.

THE PLUME & ATWOOD MFG. CO.

Various Conditions Prevent

As a general proceeding the argument is O. K., which is made by Emerson & Fisher, but it is almost impossible with the rise and fall of prices, to adjust any list price, so that any discount that is one figure can obtain it at all times. At present the chain discount is represented by one figure, but until very recently the discounts have been represented by three or four discounts. It seems to be one of those things that cannot be overcome at all times without a complete change of list, which costs considerable money and naturally the manufacturers will have as many printed as they think will supply their needs for at least two years. This is our case exactly at the present time. The list we have in force at this time, we adopted last February.

WOODHOUSE CHAIN WORKS.

Lists and Discounts Necessary, but Not Complicated

Messrs. Emerson & Fisher, Ltd., are correct. I think, too, much time is wasted in complicated discounts. We are now compiling the fifth edition of the Green Book, and our one idea will be to simplify discounts. It is necessary to make lists and discounts in the Hardware business, but it is not necessary to make complicated ones. Were the Hardware salesmen furnished with net prices to sell the trade, it would take the average buyer from one to an unlimited number of days to go through the line and take net prices down.

SMITH & HEMENWAY CO.

Simple Discounts Help Everyone

The ground taken by Messrs. Emerson & Fisher, Ltd., that manufacturers should use as simple discount as possible, is on the right line; it helps everyone, from the buyer clear back to the invoice clerk. As for ourselves, we use net prices wherever possible, and our discount figures are all simple ones, that can be figured mentally.

H. H. MAYHEW CO.,
J. W. Thurber, Pres.

Too Many Big Interests Opposing

One trouble in making any change of lists is that it can be done only through concerted action of the manufacturers of the goods, and as to quite an extent each manufacturer makes a variety which competes with quite a number of others, it is seldom that all can get together to make a change of lists. We have further found that the larger Hardware jobbers are decidedly opposed to having manufacturers use simple discounts, as they claim that every one gets too familiar with these simple discounts in a very short time, which works to the detriment of the Hardware jobber, and we think their influence has to quite an extent prevented the use of more simple discounts on many lines of goods. We really have no suggestions to offer as to a remedy for the matter, but think it is a subject with which individual manufacturers can do little, especially while in open competition where several parties make the same line.

"KEYSTONE."

Time is Wasted in Figuring Discounts

It always has been our policy to adopt as simple a discount as possible in making quotations and we think the letter of Emerson & Fisher, Ltd., is a very sensible one. We quite agree with these parties that there is a great amount of time wasted by long drawn out discounts which might be quoted in probably one or two figures.

VAUGHAN & BUSHNELL MFG. CO.

Simple Discount Would Save Time and Expense

We feel that your subscribers have the right idea regarding this matter of discounts, as we know that a good many manufacturers of small articles like wire goods, bolts, screws, etc., have discounts which certainly take time to figure out. While this does not affect us materially, we can see where it would in a great many instances save a great deal of valuable time and expense to the dealers.

HILL DRYER CO.

Would Effect Saving in Time if Done

We agree with Emerson & Fisher, Ltd., that it would be advantageous if some scheme could be devised which would enable the manufacturers to quote simple discounts. Carrying a large line, as we do, we find that it is very confusing to the trade to change our lists more than is absolutely necessary. The result is that with the constant variation in the market price, we are often obliged to use complicated discounts in quoting. Up to this time we have not been able to devise any way to obviate this difficult arrangement. It would be a great saving of time, if we could do so.

THE WIRE GOODS COMPANY.

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Argument for Direct Discount Well Taken

We note the letter of Emerson & Fisher. Ltd., who speak of the complicated list of discounts at which many lines manufactured in this country are quoted. The writer of this letter closes with a phrase "Cut it out, gentlemen; let us get down to as simple a discount as possible." We may state that our experience has been that a simple direct quotation is the businesslike honest way of quoting on goods. To the bona-fide dealer "Sterling" goods have always been sold at one direct discount without necessitating figuring out on the part of the merchant a complicated series of discounts. We believe that the argument for a direct discount is well taken by your correspondent.

DIAMOND SAW & STAMPING WORKS.

Use a Single Discount

Realizing the great annoyance of complicated discounts from list prices, we have, ever since we started business, made a net price sheet for jobbers, and a single simple discount to the retail trade from our catalogue list, and expect to continue this system.

THE BRIDGEPORT WIRE GOODS CO..

Long Strings of Discounts Are an Abuse

We believe in the simplest discount possible, and all "Ford" tools are sold by simple discounts. Long strings of discounts which are quoted by some manufacturers are an abuse which should be corrected, and which will be as soon as the trade begins giving its preference to those manufacturers who use simple discounts.

FORD AUGER BIT CO.

Principle Is Right

We consistently follow the plan suggested by your subscriber, and shall continue to do so, although there is no intention to make change in discounts this year. We believe that the principle that they advocate is entirely right. There is no occasion for the complicated condition of discounts that exists in some business quarters.

J. H. WILLIAMS & CO.

Time Wasted in Reduction of List Prices

Our company recognizes the time that is wasted in the reduction of list prices to net figures by a succession of discounts and are heartily in favor of simple discounts.

COLUMBIAN CUTLERY CO.

No Good Reason for Complicated Discounts

We can see no good reason for having complicated discounts, and we think it would be much better to revise the list so that a simple discount could be used.

THE HORTON MFG. CO.

Great Variation in Views

There is a great variation in the views of manufacturers and jobbers relative to the matter of lists and discounts. Some of our goods are sold at list and discount, and others are at net prices. We cannot consider making any change in our methods at present. THE CHARLES PARKER CO.

Want Lists and Discounts That Can be Easily Comprehended

Regarding lists and discounts, would say that the idea mentioned in the letter of Emerson & Fisher, Ltd., is to be highly commended, at the same time we can easily see how difficult it must be in some business to simplify a matter of this kind. Although we have many styles of hand mowers, we take care to have the same list for the same sizes of all the styles of mowers, and the discounts are as easily calculated as we can possibly make them.

We are frequently bothered by quotations made us by other concerns, and hope the day will speedily come when the matter of lists and discounts will be made very much easier to comprehend and calculated than they are at present. S. P. TOWNSEND & CO.

Net Price Quotations Favored

We are of the same opinion as the Emerson & Fisher Company, and have always made our discount as simple as possible. In many cases we prefer to quote net prices, and believe that a manufacturer who quotes a net price to a busy purchasing agent is many times favored with an order, whereas, if a complicated discount had been quoted, the buyer would not take the time to figure the net price, and would not place an order. Of course, there may be other lines where this may not be the same, but we cannot see why a complicated discount is necessary.

ROCK ISLAND TOOL CO.

Would be Glad to See a Change

We have always sought to discourage the custom of using a very high list, which must necessarily be accompanied by a long string of discounts, troublesome to figure. Whenever the writer has had anything to do with the making of lists, he has sought to get them down to a lower level. In most cases, however, he has not succeeded in carrying his point, as whenever it is necessary to increase prices, by reason of higher costs, the prevailing disposition among manufacturers seems to be to increase the list rather than to give less discount. On general principles we should favor lists which would in no case admit of a deduction of more than 50 per cent. and to any movement in this direction we should be glad to lend our influence.

E. H. TITCHENER & CO.

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Must be Brought About Slowly

We agree with you in the question of making the discount as simple as possible. In the last issue of our catalogue, we have tried this and find that it works much better. Of course, one trouble is in doing considerable business with the export trade. It is rather confusing to change your lists. Consequently, it must be brought about very slowly on account of the length of time it takes to reach the trade in the far countries, but we are working with that point in view and expect, in our next issue, to place the whole line subject to one plain discount.

THE ATLAS SHEAR CO.

Sensible to Suggest Simple Discounts

We should think that as a general proposition it was sensible to suggest discounts as simple as possible. In our own goods we always make it a point to do this.

ATLAS MFG. CO.

Ready to Assist the Improvement

We fully sympathize with the dealer on this question, and have always endeavored to make our own discounts as simple as possible. You may depend upon our co-operation in any improvement looking to this end.

THE IRWIN AUGER BIT CO.

List Represents Selling Price

We agree heartily with the remarks of Emerson & Fisher, Ltd. It seems best for us to arrange our prices with lists and discounts, the list being the selling price to the consumer and the discounts representing the dealers' profit. We endeavor to make our discounts as simple as possible, and on our regular line there is only one class of goods, the discount on which is expressed by two numbers. On all the rest only one discount is used.

THE L. S. STARRETT CO.

Has Always Favored the Simple Discount

The writer has always advocated simple discounts and as few figures as possible, and has opposed several times where parties wanted to make long drawn-out discounts. If you will notice our line of goods, we do not have very difficult discounts and we will try to always make them as simple as possible. Our list prices, we believe, are now permanent and the discount on our full line will remain as they are now.

SANDUSKY TOOL CO.

Now Use Net Figures

We have to a certain extent, increasing as time passes, given up the use of discounts until now our custom is, net figures, almost entirely, especially with houses with whom we have long dealt. We have long felt this to be far the better way, saving, as it does, both our customers' and our own time, and by which nothing was gained in the former way.

J. S. FRAY & CO.

Favor Cutting Out Extra Figuring

It is our policy, and always has been, to make our line of discounts as simple as possible. We think it is the proper course. We shall continue to make our discounts as simple as possible from now on for anything which we know of. We are heartily in favor of cutting out any extra figuring. We do it whereever possible in our business. It is worth dollars and mistakes—no mistake.

THE BRIDGEPORT HARDWARE MFG. CORP.

Time Has Come to Cut Out Long Discount

As our price list was gotten out so short a time past, we shall make no changes at the first of the year. We, however, are working along the lines you suggest and in our last issue we eliminated a great many of the discounts. We believe with you the time has come to cut out the long line of discounts some firms are using.

C. T. HAM MFG. CO.

Simple Discount Would be Agreeable

A simple discount would be very satisfactory to us, providing all manufacturers would adopt the same.

NICHOLLS MANUFACTURING CO.

Have Simple Discounts

Our lists are harmonized for substantially one discount on our goods. We have certainly triumphed in simplifying and harmonizing our list for the large line we manufacture. We have a condition, we believe, unlike anyone else, and have simplified matters for dealers generally. This matter has had our careful consideration for several years past.

F. E. MYERS & BRO.

Net Prices Not Wanted by Dealers

Our preference and practice has always been to use as far as possible a simple single figure discount to the general dealer and a compound two figure discount to the jobber. As far as possible we avoid making any discounts under any conditions that involve more than two sets of figures. Of course there is a basis of business policy and necessity in building up discounts, but a great deal of it results from the effort to make a small cut in price that can be covered up or withdrawn. Such things will go on probably to the end of time, as long as open competition exists. Net prices are not wanted by dealers generally, and thus lists must continue and discounts will be top-heavy and inconvenient to handle in some cases. Everyone can hold down their own to simple discounts as far as possible, but no one can very materially change current practice.

GREENLEE BROS. & CO.

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HARDWARE TRADE IN FOREIGN COUNTRIES

The following article is by John Hall, export sales manager of the Simmons Hardware Co., St. Louis, Mo.:

It has been my pleasure to visit and sell in his own Hardware store almost every kind and color of men—black, white, yellow and a few of them green. I have taken orders from the merchants of Europe, Asia, Africa, Australasia, the islands of the Atlantic and the Pacific, North and South and Central America, and I have failed to note in all of my experience a single exception to the rule that the principles which govern in the selling of Hardware in this country, either retail by the single piece, or wholesale by the case, applies everywhere else.

To give a man full value for his money and to give him the very best possible service which he can obtain is the rule that will bring success no matter in what country, in what city, in what town, in what village, or what kind of man, either color or nationality, that you try to do business with.

There are certain fixed laws that govern the selling of Hardware applicable in all countries of the world, fixed and unchangeable as the turning of night into day, the changing from winter to summer, laws, which, if observed and followed, lead to success; which, if ignored, bring failure. Some men understand these laws by intuition, and those kind of men are what we call "Natural born salesmen."

To illustrate what I mean: A young man behind the Hardware counter in the city of Little Rock, who understands the science of selling and applies it so as to make that man who comes into the store glad that he came in and look forward with pleasure to the time when he will have to come again, can be transplanted to London and he will adapt himself to the changed conditions and go on selling successfully.

There is a science in the selling of Hardware at retail; it cannot be learned at colleges or universities, not taught in the schools of salesmanship. That clerk who does not, from the school of each day's experience, master this science is failing to reach the full possibilities of the vocation in which his Creator is giving him the privilege to labor.

I ask your indulgence should I be obliged, in a general sort of way, to refer to the business of which I have the honor to be a part, and bear with me when I do so, remembering it is the only way in which I can illustrate the things which seem to me to be well for you to know.

It seems to me quite a long while ago, though really only about twelve years, when the president of our company sent for me to come to St. Louis. At that time I was representing the company in the states of Alabama, Mississippi and Florida. When I got to St. Louis he told me, in effect if not in words, that he wanted to investigate the subject of foreign business, and that as he could not spare a good man he concluded to have me go abroad. He asked me when I could go, and my reply was: "Wait a minute and I'll get my hat," and that, gentlemen, practically speaking, was the beginning of our experience in doing business in foreign countries. I have sometimes thought that I was selected for that particular mission because it was believed that I did not know that St. Louis could not go into foreign countries and sell Hardware, and the result was that I went to quite a part of the world outside the United States and sold Hardware before I found out that St. Louis could not do it, and after I had found it out it was entirely too late, as the business was already established.

THE THREE GREAT HARDWARE PRODUCING COUNTRIES.

The three great Hardware producing countries are England, Germany and the United States. France produces some Hardware but not much by comparison, and the others produce more or less goods that are used within their own domain but are of small moment in the markets of the world. The battle royal for business is between England, Germany and the United States, and the commercial war is being waged with great intelligence by an army of salesmen from each country, drilled and trained, who know their business and know how to talk it. Some of the Hardware salesmen that I know—men who carry the catalogues and men who stand behind the counters—think at times that they have hard competition. You do not know what it means, and yet I say to you in all seriousness that I have proven to my own satisfaction that nowhere in the battle, either in wholesale or retail, in this or in any other country, is there any such thing as competition. The word has no place in the Hardware dictionary, it is a condition existing only in the imagination.

When we fail to effect a sale let's be honest and put the blame where it belongs—on ourselves; do not blame the other fellow, we fail because we have left undone something that we ought to have done, or we have done something that we ought not to have done. Sum it up as a state of not being ready, not being equipped, not being properly trained when we went into the game.

I shall not deal in statistics, but before we go into the details of our subject let me remind you of these facts—the United States has only about 3 per cent. of the world's population and is producing in 1907 fully 25 per cent. of the world's gold, 30 per cent. of its silver, 40 per cent. of its iron, 42 per cent. of its steel, 45 per cent. of the coal, 50 per cent.

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of the petroleum, 60 per cent. of the copper and 75 per cent. of the cotton. Can you wonder at the great prosperity of this nation, or that with a basis of such a percentage of the raw material, that our Hardware should find its way into foreign markets?

The American mechanic has as a result of his daily labor 25 per cent. more finished product than the mechanic of any other country; he produces in tools and Hardware an article that is superior in finish-symmetrical proportions and better suited to the purpose for which it is intended than can be found in any other land.

The American Hardware salesman—for he is a man among men, an educator, a power for good—when he starts abroad has written in his instructions, "Make a success or don't come back." I have noted that they all come back and show their right to return by the orders they have taken.

Selling Hardware in foreign countries started in a small way, the United States took the small leavings after England and Germany got through, gradually we got stronger and fought for a share of the trade, carrying the fight even to the gates of our great competitors and then into their very own country, and to-day American tools and Hardware are as well known in England and Germany as they are at home.

I am comparatively a young man and yet in the store where I learned the Hardware business as a boy, the padlocks, trace chains, cutlery, files, anvils, many of the tools and other goods too numerous to mention, were imported from Germany and England. The sending of those goods abroad has now become so common that it fails to excite comment and is taken as a matter of no particular moment in our own business in St. Louis to have orders for cutlery and files from England, and even pocket knives and butcher knives from Germany.

QUALITY HAS BEEN THE SLOGAN.

Do you think that this great foreign business on American tools and Hardware has been built up on price? Not a bit of it. No fear. Quality alone has been the slogan used, it has won in every country and is winning to-day and must continue to either win for us or lose, for we can not in the United States, and never intend to prostitute our unrivaled products to the sordid question of price.

The orders come and goods are shipped by rail into Canada and Mexico, and from and to other countries by steamship lines from New York, Boston, Mobile, New Orleans and San Francisco. The goods must have great care in packing, cases must be strong, iron-strapped, lined with oil paper to keep out moisture, the net weight of the goods and the gross weight and cubic measure of cases stenciled on, and no mistakes made or the shipment is subject to a fine when it passes into the country for which it is intended.

There is used a system of code books for cabling that enables us to communicate by wire to distant countries quickly. To illustrate the value of this, recently a steamer burned at sea off the coast of Africa; within forty-eight hours after we had received the information the customers had been notified and we were instructed to duplicate the fifteen shipments, and orders were in course of filling.

The salesman must speak the language of the country he works in, and correspondence is conducted in the language of the country we do business with. Spanish is used entirely to the south of us, except in Brazil, where Portuguese is spoken. English is used as a business language in the far east, and in Europe English, German and French is employed.

Canada, just to the north of us, is a part of the British Empire. The money system is dollars and cents; the Hardware stores in the older sections are like those in our cities, the stores in the northwest are identical with those of our northwest; the merchants have a high sense of commercial honor, are up-to-date and modern in their methods, they get their supplies from England, Germany and the United States. A great deal is manufactured in Canada, the duties are high and the policy is to protect the home makers.

The American salesmen travel Canada just as they do in the United States; our own men visit the principal cities, and the orders come in daily.

IN MEXICO AND CENTRAL AMERICA.

Mexico, to the south, is a republic; the money is the decimal system, the dollar, or peso, is worth about fifty cents American money. The Hardware merchants are largely German and Swiss; the credit risk is very good and the trade seldom notes a failure. The merchants get their supplies from England, Germany and the United States; the American salesmen travel Mexico the same as they do in this country; we have five salesmen who work wholly, or partly, in that country.

The Central American countries are all republics; they embrace Guatemala, Honduras, Salvador, Nicaragua, Costa Rica and Panama. England has a footing there in British Honduras. The money is the decimal system. The large merchants in the coast cities import the Hardware and supply the interior. Many of the stores carry enormous stocks, mostly general stores. The business of the United States is practically a mail order business. Our own salesmen visit the countries once a year. The merchants are Americans, Germans and a few Chinese.

Cuba and Porto Rico are essentially Spanish in their type. The Hardware merchants, gen-

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erally speaking, are Spanish, a fine class of people with a high sense of commercial honor. The buildings are Spanish in character, the stocks are large, the goods are supplied principally by the United States. Porto Rico is a part of the United States and Cuba is a republic. The two countries are rich beyond any conception and if the people ever quit playing and get busy, the wealth of Cuba would be the ninth wonder of the world.

Most of the American manufacturers do business with the West Indies through commission agents. We ourselves follow our regular policy—we have an office in Havana and the salesmen visit the principal cities regularly.

South America, I will treat as a whole, with the exception of the small area in the north controlled by Holland, England and France, is composed of republics; the principal ones are the Argentines, Brazil, Chile and Uruguay. Buenos Aires is the largest city, about one million people, modern in every respect, and, to my notion, the best governed city in the world. Germany, England and the United States send traveling men to all of the republics and all of the principal cities. Very few goods are made in South America and large quantities of Hardware are used. The United States supplies all of the high grade goods, England the medium grades and Germany all of the cheap lines. The United States sells the most mechanics' tools, axes, sewing machines, agricultural machinery, and the supremacy in the other lines is divided between England and Germany. The merchants order in large quantities and are good pay. Generally speaking, the Hardware merchants in South America are foreigners to the country—English, German, French and Spanish.

THE OTHER SIDE OF THE WORLD.

Africa sounds a long way off, but really is near by. British South Africa, of which Cape Town is the principal city, uses a great deal of American Hardware. The country is a part of the British Empire and English customs prevail. The Hardware stores are typically English, many of them large, all carrying a varied stock. American salesmen visit the country, though most of the business is done through commission agents.

The Philippine Islands, part of the United States domain, uses more or less Hardware from the United States. There are some American merchants, some Spanish and a great many Chinese. The city of Manila is the principal market, and most of us, who do business with the country, confine the operations to the merchants of Manila, though there are some notable exceptions to this rule.

Japan, the country that is at present attracting so much attention, uses more or less American goods. The country is included in the Far East circuit. and the salesmen who go to the Philippines usually take in Japan, China and India. The large cities of Japan only are considered; the merchants deal both direct with the United States and through a few large importers in the city of Tokyo. There are some English and German merchants, but most are natives.

China, the great country of the east, with its four hundred million people, uses so little fine Hardware, as you and I understand it, that it hardly counts. The Treaty ports—Hong Kong, Shanghai, etc., are the towns where the business is sought. Hong Kong is an English Crown Colony and Shanghai is practically controlled by the Europeans.

India, with its three hundred million people, is a part of the British Empire and is an example of the wisdom and greatness of English rule. Calcutta and Bombay are the principal cities. The English Hardware stores are large, carry immense stocks and do business by catalogue over all India. The native merchants do business in the bazaars, or market places, and their plan of operation, generally speaking, is local. The American salesmen visit the principal cities of India and take in Burma, the Straits Settlement, Borneo and to the Philippines, or vice versa.

All of that vast country to the north of India is unknown, commercially speaking, though there is an awakening and American goods are finding a market in Turkey, Persia and Manchuria. This great Asia is very interesting to me, and if I should wish to be a boy again it would be to have a hand in the great commercial warfare that is to take place there. With great Russia owning almost half of Asia; England, Germany and France firmly rooted there, the United States can only hope for a share of the business by producing better goods, by pursuing the best business methods. Though we ourselves are doing a very large business in India, and coquetting with Persia, Manchuria, Burma and Siam, I know we are not scratching the surface and look for those who are younger, stronger, more able that will in time take my place to make a great mark and achieve great results in this most marvelous part of the world.

AUSTRALIA, NEW ZEALAND AND TASMANIA.

Australia, New Zealand and Tasmania are all English-speaking countries, part of the British Empire, self-governing, and, to my notion, among the best governed countries in the world. A people that have no superior on earth, hospitable, brave and generous, the men are recognized as men and the women are beautiful in all that goes to make true womanhood. The American has no need to feel that he is in a foreign country when he walks the streets of the cities of those wonderful countries of the South Pacific. The interior of Australia is deficient in rainfall and

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the principal cities are located on the coast; there are periods of long drought and the Hardware merchants suffer from consequent depression. One year of average rainfall makes them all rich again. There is a solidity about the buildings and methods of business in Australia and New Zealand that is characteristic of the British countries. Most of the large Hardware firms do both wholesale and retail; there are some exceptions but very few. Most of the Hardware goes from England, some from Germany and large quantities from the United States. We ourselves attach so much importance to our business that a salesman covers Australia and Tasmania regularly and another works New Zealand alone.

New Zealand has abundant rainfall and is always prosperous. The cities and Hardware stores are modern and up-to-date. The business of New Zealand runs more generally to high grade tools and high grade Hardware than any other country save that of the United States.

All of the Pacific islands, like Samoa, Solomon, and Fiji, use some Hardware from the United States. It is a small mail order business; taken altogether, it assumes considerable proportions.

The Hawaiian Islands are a part of the United States, buys its Hardware in this country, and the large dealers in Honolulu have buying agents in New York. It is worked for us by one of our California men, though it comes within the jurisdiction of our foreign department.

Great Britain, that is, England, Scotland, Ireland and Wales, use enormous quantities of American Hardware; many American salesmen cover it as a regular territory. Our sales run largely to fine mechanics' tools, files, cutlery, lawn mowers, ice-cream freezers and such things. Our arrangements are such that about eight salesmen are pushing our products and this is a fair idea of how important the market is to America.

France is a territory in itself; Paris is the center. The goods sold there are the same as England, the business is important and there is great competition. I look after our French business myself, I suppose because Paris is there, and I relieve myself of all work by turning the job over to a large jobbing house in Paris who gets results, and that is what we are all after.

IN EUROPE.

Germany, Switzerland, Belgium, Austria, and Hungary is a territory. We have an office in Munchen, Germany, and the salesmen, with samples, visit all of the principal towns just as they come to Little Rock. Our sales run to tools, cutlery, lawn mowers, freezers, heating stoves, shovels, agricultural implements, etc. I believe that most all of the important producers of Hardware in the United States are represented in all of the countries of Europe, some by regular salesmen and others by the agency plan. Spain, Italy, Russia, the Balkan States, all use more or less American Hardware. The Scandinavian countries—Denmark, Norway and Sweden, buy in this country largely. The American Hardware salesman goes to all countries, none escapes him, he fights the great battle of pushing American Hardware with varying success; he has much to contend with, his work is hard, but his glory is great, he is an educator and a strong character wherever you find him.

One Way to Broaden Trade

Invite your lady acquaintances in occasionally, if only for a chat. The men will put you in a rut; it takes a woman to see things differently and speak about them. One woman will suggest a dozen valuable changes in your arrangements, and then a dozen men will come in and admire the general effect, although not one of them can for the life of him tell you just how the difference has been made. Men as a rule only notice results; women how to bring them about.

A woman, too, has much to learn in such a visit, and may be educated into supplying her domestic Hardware needs of you instead of going to a department store. She likes to deal with specialists, as a rule, but does not realize that you are one until her own eyes show her; possibly her idea of a Hardware store is a place where they keep nails and plows and things to build houses with. Don't show her error to her; instead show her the things you sell that she is likely to be interested in, not particularly as a salesman, but as a friend, same as she would show you interesting bric-a-brac in her own house. She will like nothing better than to circulate the knowledge she acquires in her new experience among her friends. A pleased woman is a first-class advertisement of large circulation, but beware of a displeased one; she circulates, too. Don't laugh at her if she describes a bolt as a straight piece of iron with a wiggle in it. Some day she may see you in a dry goods store and make you feel uncomfortable. She can. Don't lose patience if she persists in giving you orders for goods that come in tin cans or sometimes forgets herself and ask you for the ribbon counter; department stores have manners of their own, and "it's all in the bringing up." She knows a lot of things you don't know that would be a help to you in selling Hardware and to her in buying it if you did; and trust her to learn her end of the business first. One of the differences between men and women is that the average woman wants to be told everything and the average man is sure that he is competent to tell her, but he isn't always.

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Tempting Tennessee Window Displays

J. H. Fall & Co., Nashville, Tenn., have good window displays, making a special feature in this direction. A recent display was that of sporting goods, which contained almost every necessity for the convenience of the sportsman, including loading outfits, ammuntion, guns of different makes, cartridge belts, game and cartridge bags, hunting coats and caps, leggins, etc. The background consists of two "Teddy Bears" mounted upon a pedestal, each bearing an air rifle. These not only serve as a background, but are interesting and lend to the attractiveness as well. The eagle helps make up the background and is a very appropriate ornament.

"Thanksgiving Ideas" sign hung above the emblem was a light frame backed up by a gauze and the letters glued on. This sign is near the top just back of the word "Fall" on the window.

The John E. Bassett & Co., the well known progressive Hardware dealers at New Haven, Conn., are distributing their annual "New Haven Almanack." As usual, it is printed in the colonial spelling and style. There are also added old-time pictures with some historical facts and many pertinent observations. Now and then the reader is reminded that certain goods are always to be had at Bassett's store, on Chapel street.



A THANKSGIVING WINDOW DISPLAY BY J. H. FALL & CO., NASHVILLE, TENN.

The other display is made up wholly of silver plated tableware, consisting of knives and forks, teaspoons, tablespoons, orange spoons, oyster and soup ladles, carvers, coffee extractors, chafing dishes, etc. The time-honored Thanksgiving emblem was used for a center piece and background. A piece of canvas stretched over a buggy felloe served as a frame for the painted picture. This frame was tufted with green cheese cloth. The

Keeping Tools in Handles

To keep tools in their handles: Fill the handle with powdered resin and a little rottenstone. Heat the tang of the tool hot and then push it down hard into the handle. When it is cold it will be firmly set.

The "pleased customer" has no doubt of the truth of your statement. Try to increase that sort.

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Tin Roofers' Handbook

The National Association of Master Sheet Metal Workers of the United States, with chief office at 2213 Chestnut street, Philadelphia, Pa., have issued a 24-page booklet with the above title. It is a text-book for the instruction of roofers, sheet metal workers and their apprentices. It is distributed free of charge by this association to any one interested. The object is to instruct roofers in the proper methods of laying tin roofs. To this end the association has adopted standard working specifications, which are given in the handbook, fully illustrated. This little text-book on tin roofing is of practical use to any one interested in roofing materials.

"The Best All Around Hardware Publication"

I am a reader of the HARDWARE DEALERS' MAGAZINE and can say it is by far the best all-around Hardware publication on the market. It has no equal. It is a great help to employer and employe.

GEORGE INGRAMS.

Preventing Frost on Show Windows

To the Editor:

Please advise us of any way to keep show windows from being covered with frost.

C. C. NEWMAN & CO.

EDITOR'S NOTE.—Where electricity is available, the simplest method is to keep an electric fan running, with the air current directed into the window. This will carry off the condensation and thus prevent frost accumulating on the window glass. Where the window is boxed in so that the air from store is excluded another method is to bore one or more small holes near the bottom of the window so as to get the show window box temperature the same as that outdoors; this will prevent frosting. Still another method is to give a slight coating of glycerine over the entire surface of the window glass.

Those of our readers who have tried and found other methods satisfactory, and will write us concerning same, will confer a favor upon many other dealers who are in search of such information.



SPORTING GOODS WINDOW DISPLAY BY J. H. FALL & CO., NASHVILLE, TENN.

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Are You the Man?

There's a scary sort of feller goin' round the country through
A-talkin' of the future in a way to make you blue;
A-predictin' woes and panics and all kinds of dreadful shocks,
And a-blaming' folk in Wall Street and condemin' deals in stocks;
Sayin' our financial system is a structure full of faults,
And a-callin' in his money and a-lockin' it in vaults,
And with wish to bring him forward and convert him if we can
We are seekin' information—
Say, are you the man?



Shucks! Don't let a little flurry from the clouds a-passin' by
Make you think the storm has covered all the broad financial sky;
You would see the sun still shinin' if you'd just poke out your head;
Stop a-countin' up your losses; count your blessin's up instead;
Trouble finds the man who falters sooner than the man who fights;
Quit your talk of comin' panics; help at settin' things to rights,
Let a little cheerful confidence, not grumblin', be your plan
Now to save the situation—
Say, are you the man?

[*To the Editor*—This is a contribution to the cause of improving conditions generally, which we shall be pleased to have you use.—THE INTERNATIONAL SYNDICATE, Baltimore, Md.]

Your personal neatness may not always attract attention, but the lack of it is sure to be noticed, particularly by the women customers.

Have Confidence, be Optimistic and Happy

To the Editor:

One would think from the reports we hear, that, as a nation, we are in the "last ditch" financially. We don't believe it, however, and hope that some of the timorous, doubting Thomases will soon wake up and recognize the fact that the railroads continue to exist, and to persist in carrying passengers and freight; that mines have not yet sunk to the center of the earth; that the cotton plants continue to produce cotton, and the cornfields to produce corn.

Some people (the pessimists) who really ought to know better, need an injection of Confidence, three times a day, the dose to be continued until they become optimists. Being optimists, we are happy; everybody should be optimistic and happy. A pessimist is always unhappy, worries about every little thing, and if there is nothing to worry about, he frets because there isn't, and pokes around into every hole and corner looking for things to find fault about. The optimist starts the day with gladness in his heart, a smile on his face, and enjoys every moment of the day. An investment in optimism will give better returns than anything else. Optimism is like love, it can't be bought, and it is also free as the air. Any old pessimist can exist, but it takes an optimist to really live. A pessimist usually has liver trouble anyhow.

An optimist sees the doughnut, all the pessimist can see is the hole. Optimism and confidence go together; confidence is infectious, optimism is progression. Pessimism is stagnation—rot. Confidence and money make the mare go; confidence is as good as gold—so is your check, a bank draft, certificate of deposit, clearing house check, or certificate, or bankers' check, is as good as gold with us, just the same as gold, silver or currency. That is the extent of our confidence and optimism.

We hope everybody feels as good as we do.

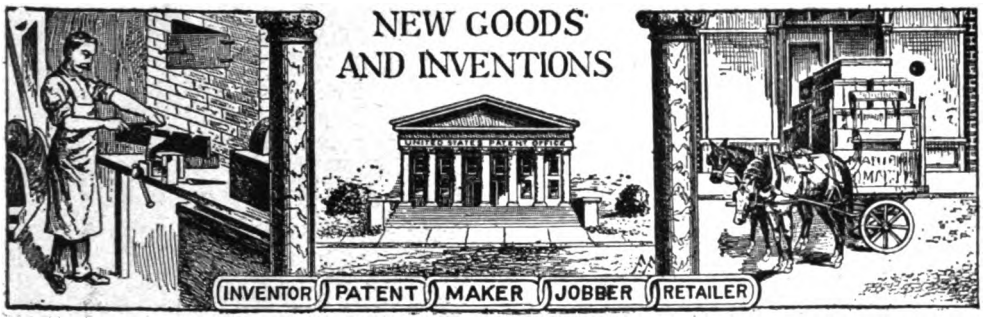
IVER JOHNSON'S ARMS & CYCLE WORKS.

A Woman Buyer

One of the leading department stores in New York employs a woman buyer for its house furnishing department. She is strictly business-like in her methods, and in some respects sets the pace for some of her masculine co-workers. Large auction sales of goods used in her department are frequently held in New York, and when such a sale is announced, she visits the auction rooms in advance of the hour appointed, selects the goods which she wants and marks the price in the catalogue which she is willing to pay for each. At the hour of the auction she sends a man to represent her, who bids from the marked catalogue, and thus saves her time.

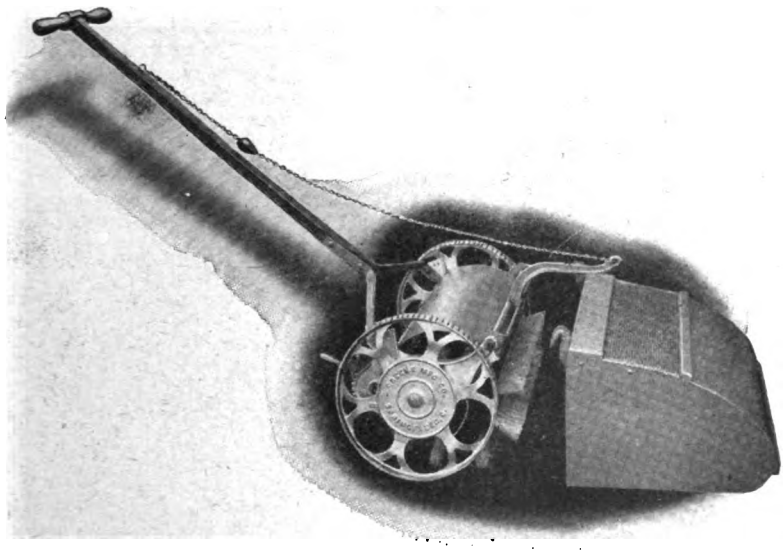
"I forgot" never fattens a pay envelope.

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"Apollo" Sweeper

The Greene Mfg. Co., Springfield, O., are manufacturers of the "Apollo" Sweeper, illustrated. It is an improved machine, designed to meet all requirements in removing in a quick, easy, effective way, cut dead grass, leaves, twigs, and other litter from lawns, as well as dirt, shavings, paper, string, chips, etc., from large floor spaces, platforms, walks and driveways. A distinctive advantage of this Sweeper for lawn use is the rapidity and thoroughness with which a large lawn can be cleaned and left in perfect order, thereby saving time and labor. Rotary brushes revolving forward produce satisfactory results without injuring or tearing the grass and do not break or choke up. The makers state that a thicker, finer grass is produced by the use of this Sweeper, as it removes the fine cut grass and other foreign matter that would be left by raking or other methods, which prevents moisture, air and sunlight from reaching the grass roots. The machine is constructed on correct sweeping principles. As shown in the illustration, the brushes throw the sweepings forward into a receptacle of large capacity, which is suspended on the front of the machine and which can be emptied by pulling the chain or can be instantly detached. The drive wheels are skeleton, 15 inches in diameter. The brush reels are 12 inches in diameter, geared with reference to securing rapid revolutions together with light running. There are eight brush heads to a set, made of tampico, a heavy, durable fiber unaffected by water. The brushes wear from three to five years, and may be easily and cheaply replaced. The wear on the brushes is automatically taken up. There is also an adjusting lever by means of which the operator can set the brushes for close or light sweeping. Every piece and part of the Sweeper is made of high grade material. It has no complicated parts and with ordinary care will last for years. The Sweeper is made with 20-inch, 24-inch and 28-inch sweep. Rubber tires are supplied if desired. The company manufactures a Golf Green Sweeper that is especially useful in removing worm casts, and other obstacles from putting greens and is in use by many of the largest clubs. The Sweepers are attractively designed and handsomely finished, and the makers guarantee every machine to give satisfaction.

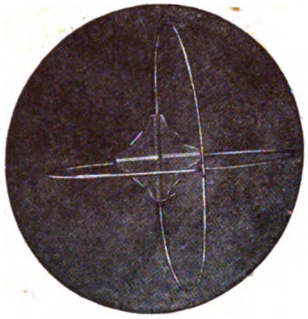


"Apollo" Sweeper.

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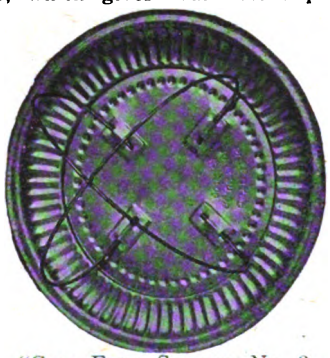
"Gem" Flue Stoppers

J. L. Clark Mfg. Co., Rockford, Ill., are manufacturers of the "Gem" Flue Stoppers, illustrated. The blank or front of the pattern is flat. It may therefore be used



"GEM" FLUE STOPPER.

to advantage where it is desired to paper over the flue. The finish is of a delicate gray japan, having at the center an artistic landscape design. In the No. 3 the patent wire fastener is secured to the blank by means of sockets raised from the metal of the blank itself. It has proven a favorite with the trade, owing to the convenience of the fastener, which folds close against the blank. All Flue Stoppers are provided with the patent wire fastener, which gives four secure points of

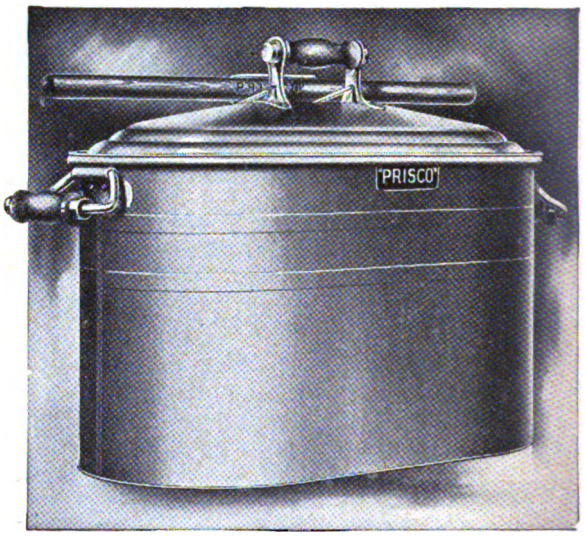


"GEM FLUE STOPPER No. 3.

contact in the flue, preventing the possibility of the Stopper being blown or jarred from position. They are designed for 5, 6 or 7-inch flues. All Stoppers are furnished with an assortment of landscape designs and are packed one dozen in a box.

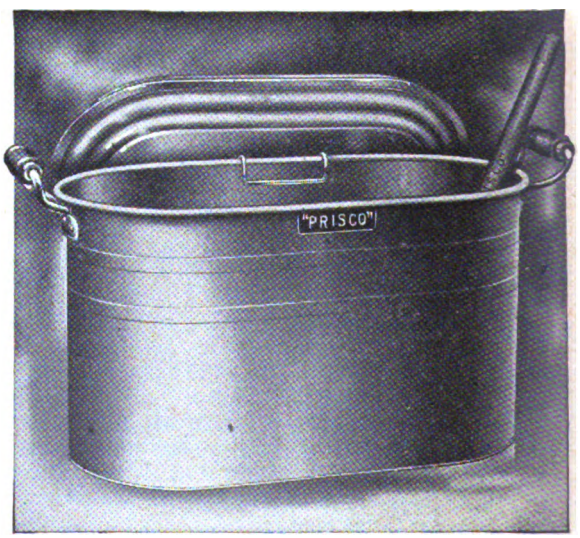
"Prisco" Wash Boiler

The Pritchard-Strong Co., Rochester, N. Y., are placing on the market the "Prisco" Wash Boiler, illustrated. The manufacturers remark that the tinplate used is so heavily coated with pure tin that it can be whittled off with a common pen knife as you would shave a pine stick. The copper bottoms are full weight, tinned on one side, of Lake Superior quality only, fully guaranteed. The bottoms are put on with a hand-rounded double seam, instead of having a sharp right angle edge. For re-inforcing the top edge of Boiler only ⅜-inch rods are used. All covers are XX charcoal tin plate of the same grade as the sides of Boiler, and the extra deep vertical rims with curled edges assures a perfect fit



"PRISCO" WASH BOILER.

and a guarantee against lacerated hands; there are no raw edges about the Boiler. The mahogany finished handles are large enough to give a firm lifting grip and are all attached with large tinned rivets, which are carefully soldered to prevent rusting out, while the handle on cover has plenty of clearance to



"PRISCO" WASH BOILER, COVER REMOVED.

prevent burning the hand. Other features are the patented tinned wire clothes stick and cover holder. The Boiler is large in capacity in all sizes, which are 7, 8, 9, and 10, and in weight nothing lighter than XX tinplate.

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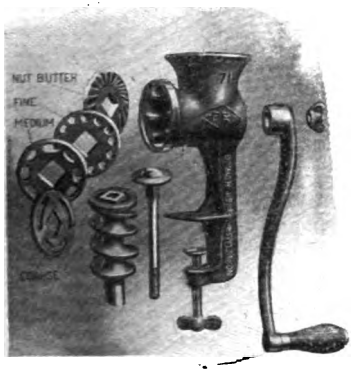
"Diamond Edge" Food Cutters

The Norvell-Shapleigh Hardware Co., St. Louis, Mo., are offering the trade the "Diamond Edge" Food Cutters, illustrated. The thorough construction eliminates all lost motion or friction. Every bearing and cutting part is perfectly milled and not ground. The food entering the hopper is instantly engaged by the food screw, and the process of cutting



"DIAMOND EDGE" FOOD CUTTER.

between the food screw and the lateral knives reduces it to small pieces before it has reached the business end of the machine, where the final cutting takes place. Every bit of meat which enters the hopper is cut and leaves the machine thoroughly cut. The internal food screw instead of being a forcer, is both a conveyor and a cutter. There are no spouts or gutters to carry off the juices for the juices remain in the food. One thumb screw serves

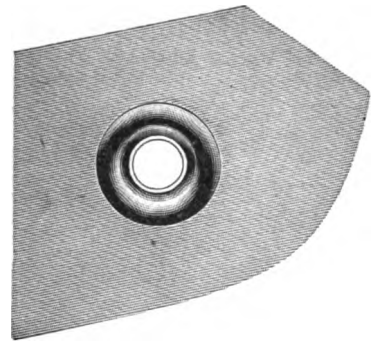


SHOWING COMPONENT PARTS OF FOOD CUTTER.

to secure the crank and regulates the tension, and it is impossible for even the most careless person to put the machine together improperly or fail to regulate the tension. The food drops untouched as it leaves the machine, as there are no adjusting screws, etc., at the cutting end. The milled recess or seat at the end of the cylinder of body receives the cutting plate. The fit is so perfect that it is impossible for the plate to be deflected, even if a piece of bone or other improper substance should accidentally pass through the hopper. There are four reversible steel cutting plates; nut butter, fine, medium and coarse. They are milled true, and give a clearly defined shear cut. A phosphor bronze bearing renders oiling unnecessary. The crank provides the right leverage to insure ease of operation. The clamp attaches the machine firmly to the table, but does not mar it. The machine will not clog or choke, is self-emptying, easily cleaned, and the knives and plates are self-sharpening. It will cut perfectly every kind of food. The metal parts are heavily coated with pure block tin and will not rust. Each Cutter is packed in an individual carton, handsomely labeled in colors and to each machine is attached a tag giving full instructions for its use. The Cutter is made in four sizes, Nos. 71, small family size; No. 72, regular family size; No. 73, large family size, and No. 74, hotel size.

"Dandy" Steel Kettle Scraper

The Arcade Mfg. Co., Freeport, Ill., are introducing the "Dandy" Steel Kettle Scraper, illustrated. This useful kitchen utensil is made of a single piece of cold-rolled steel. The



"DANDY" STEEL KETTLE SCRAPER.

opening in the center is for the purpose of hanging up in a convenient place and also for the purpose of giving the operator a firm grip in using it. The angles on the device clearly indicate the variety of corners which can be reached. The retail price is but a few cents, yet yielding the dealer good profit.

The Syracuse Twist Drill Co., Syracuse, N. Y., in their latest catalogue show the variety of tools they supply the trade. These embrace Bell Hangers' and Electricians' Drills, short Wood Brace Drills, short and taper lengths Blacksmiths' Drills, straight and taper shank Drills, toolmakers' Screw Driver, Cup Point Nail Sets, handy sets of Wood Brace and Bit Stock Drills in morocco case, Nail Sets, Knurled Hollow Punches, Screw Driver Bits, Octagon Punches, Cold Chisels, Square Reamers, double cut Counter-sinks, adjustable malleable Iron Handle, Bit Extension, etc.

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"Shrp-Shavr" Safety Razor

The Shrp-Shavr Razor Co., 108 Duane street, New York, are placing on the market the "Shrp-Shavr" Safety Razor, illus-



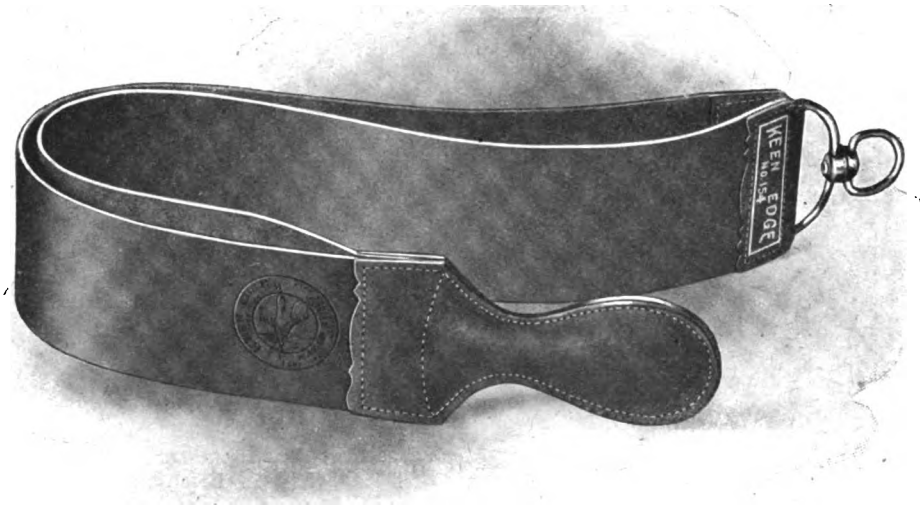
"SHRP-SHAVR" SAFETY RAZOR.

trated. The frame is a rigid construction, heavily nickeled and polished. There are but two parts, the frame and blade. The blades are made from high grade razor steel and slip into the frame from one side very easily. A lug on the other side keeps the blade in proper position for shaving. After shaving the blade is as easily withdrawn and the whole cleansed by holding under a faucet. The frame is permanently attached to the handle, and the angle of the frame is said to be the same as the regular concaved old fashioned razor, producing a smooth shave. Every blade is carefully tested and sealed before shipment. The Razor is put in a neat carton, and retails at a small price. One blade goes with each Razor; additional blades can be obtained at a small price. A stropper can be had for slight additional cost when desired.

Nicholson Mfg. Co., Holly, Mich., issue a folder descriptive of the "E-Z" Post Hole Digger.

"Keen Edge" Razor Strop

The Eddy Mfg. Co., Worcester, Mass., are offering the trade the "Keen Edge" Combination Razor Strop, No. 112, illustrated. The leather goes through special tanning processes, after which it receives the "Keen Edge" treatment, which imparts to it the soft, smooth, pliable finish. The Strop illustrated has a "Keen Edge" cordovan leather and line hose, 17x2¼ inches, and fancy stuffed handle. Three other numbers in the same style are furnished, varying in the leather, handle and trimmings. The "Keen Edge" Strops never need redressing, retaining their sharpening qualities as long as the leather lasts. They do not gum up or become glossy. They produce a smooth, keen edge on a razor, and the makers give the strongest kind of a guarantee with each Strop. Several styles are shown in the company's catalogue.



"KEEN EDGE" RAZOR STROP, No. 112.

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"Gem Jr." Safety Razor Outfits

The Gem Cutlery Co., 34 Reade street, New York, are offering the trade new "Gem Jr." Safety Razor Outfits, Nos. 15 and 20, as illustrated. The No. 15 has a genuine morocco leather covered case, plush and silk lined. The new bar frame is triple silver plated, with ebony handle. Twelve blades are supplied with each outfit. The size of the case is 5x2x1¼ inches.



"GEM JR." SAFETY RAZOR OUTFIT NO. 20.

The No. 20 Travelers' Outfit is a complete shaving outfit, consisting of brush, soap, triple silver plated frame, twelve blades. All are packed in a handsome morocco leather covered case, plush and silk lined. In size it is 5x3¼x1½ inches.

"Bestyet" Razor Blade Stropper

John G. Bestgen & Co., 161 Summer street, Boston, Mass., are placing on the market the "Bestyet" Safety Razor Blade Stropper, illustrated. In our last issue the captions underneath the two cuts were transposed, giving a wrong impression. They are presented correctly herewith. It enables the user to strop both edges of a wafer blade without taking it out of the frame, both blade edges being exposed as shown. The construction of the Stropper is such that an even stroke is assured, resulting in the proper stropping of blade. The use of this Stropper gives a longer life to the wafer blades than the practice heretofore of discarding or exchanging the blades when dull. Full size, the Stropper is 6½ inches long. Fig. 1 shows the Stropper with "Gillette" blade inserted. Fig. 2 shows the Stropper with any other make of double edge blade inserted in the opposite end of Stropper, ready for use. The device is neatly nickel-plated and is convenient to use.



"GEM JR." SAFETY RAZOR OUTFIT NO. 15.

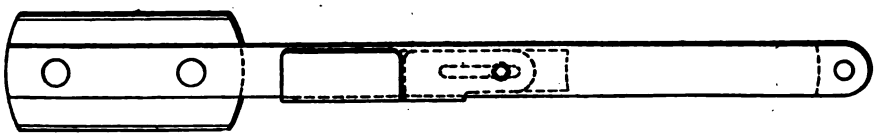


FIG. 1.—"BESTYET" RAZOR BLADE STROPPER, "GILLETTE" BLADE INSERTED.

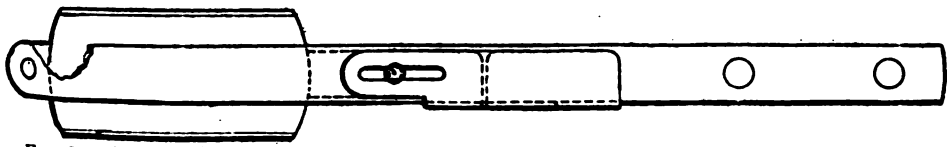


FIG. 2.—"BESTYET" BLADE STROPPER, WITH DOUBLE-EDGE BLADE READY FOR STROPPING.

The Eddy Mfg. Co., Worcester, Mass., in their catalogue of "Keen Edge" Razor Strops present numerous styles, single and double swing, combination and traveler's combination. The catalogue is gotten up handsomely and gives full information concerning these goods. The company remark that their trade on this line has increased 100 per cent. during the past six months. The profits on the goods to the dealer are 100 per cent. The concern are also putting on the market the "Howes'" Never-Rot Harness, which never needs any re-dressing, blacking or soaping after it has been once treated by their process. The result is an always flexible Harness. They issue a handsome catalogue describing same.

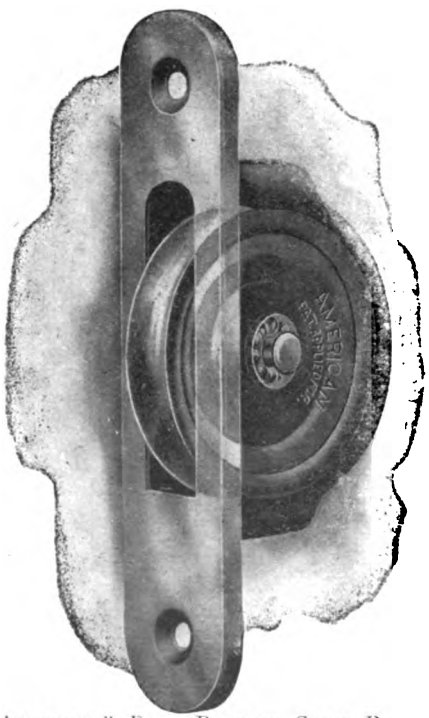
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"American" Pressed Metal Sash Pulleys

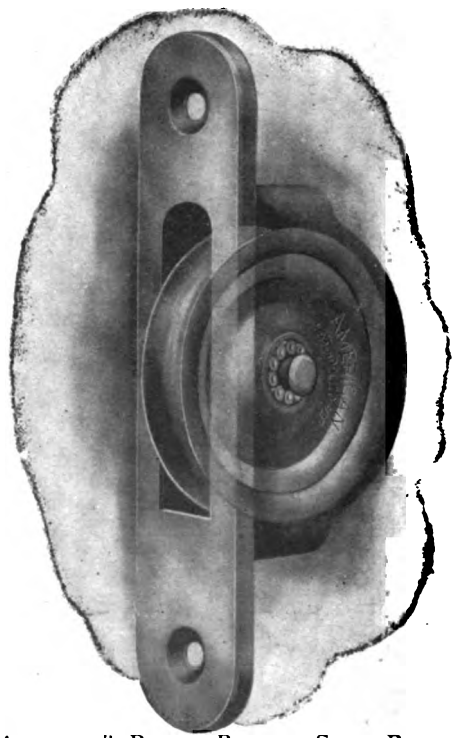
The American Pulley Co., Twenty-ninth and Bristol streets, Philadelphia, Pa., are manufacturers of the "American" Pressed Steel Sash Pulleys, illustrated. In enumerating the advantages of this style of Pulleys, the makers state that they cannot be broken in transit, or in putting into a frame or in handling. In all grades, especially in those with roller or ball bearings, and in the brass and bronze goods, they are cheaper than cast goods. The pressed steel Sash Pulley weighs about one-half as much as a cast pulley of the same size, saving cost in transportation. The pressed steel product has a good finish. The wheels are made on a new principle, by which the two main side pieces are locked together all the way around, just under the groove, by means of a locking ring, so as to make a wheel indissolubly one. It is said to be impossible to pull the two halves apart after being locked. A 2½-inch wheel will not deform with a load of 600 pounds. Sash pulley wheels are made with a combination groove equally well adapted for either cord or chain, and are made with three styles of bearings; plain axle, roller bearing, and ball bearing. The wheels in these three styles differ only in the hubs. In the plain axle bearing the steel bushings are made of extra heavy metal, and are embossed into the sides of the wheel before locking the sides together. The two bushings butt against each other when the halves are joined. In the roller bearing Pulleys, the rollers run between a thimble and the axle. These rollers are made out of cold drawn steel. The rollers and thimbles are put in place before the two halves of the wheel are locked together, making a roller bearing wheel independent of the sash pulley housing and axle. In ball bearing Pulleys, the balls run between the race and a steel cone, the balls bearing at three points. The balls used in these Pulleys are high grade steel finished balls. The case is also made entirely of pressed metal with no riveted or soldered joints. The axle pins are of ample size, made of cold drawn steel and shouldered. The pin is riveted outside of the case or housing, which is held between the rivet head and the axle shoulder. These pins are the same in all three



SECTIONAL VIEW BALL BEARING WHEEL.



"AMERICAN" BALL BEARING SASH PULLEY.



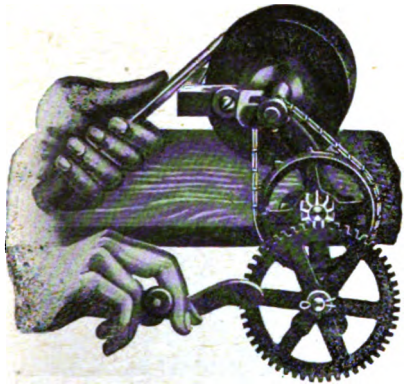
"AMERICAN" ROLLER BEARING SASH PULLEY.

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types, but vary a little in size. All the Sash Pulleys are coated with a compound which prevents rust; and, as listed, are packed with screws to match the faces of Pulleys. In the illustrations, the Pulleys are shown about half size and the sectional view of the Ball Bearing wheel is about two-thirds actual size.

"Pyko" Grinder

The Pike Mfg. Co., Pike, N. H., are placing on the market the "Pyko" Grinder, illustrated. It is adapted for use by carpenters, tinners, plumbers, butchers, farmers, chefs, barbers, housekeepers, etc., in grinding tools of every description. Every Grinder is finished in an attractive green enamel, making, with the terra cotta color wheel, a handsome article. The chain gearing assures a steady and equal distribution of the driving power, but minimizes any chance for breakage in the casting. There is an improved chain adjustment, so that in case the chain loosens it may be tightened by setting the gear wheel arbor by simply turning a set screw and adjusting the gear



"PYKO" GRINDER.

wheel to the proper distance. The clamping device will take a grip on anything up to 2 inches. It cannot work loose, no matter how high the rate of speed maintained. It is easy of adjustment. The device for attaching the grinding wheel is so simple that a new wheel can be easily adjusted at any time without necessitating the use of an extra shaft or center. From the top of the grinding wheel to the bottom of set screw is 9 inches. From the end of arbor to outer point of handle is 6½ inches. The weight is 4 pounds 2 ounces. The diameter of grinding wheel is 4 inches and width of face of wheel is 1 inch. Each Grinder is packed in an attractive telescope box.

The Merriam Mfg. Co., Durham, Conn., manufacturers of Tin Stationers' Boxes, Fishing Tackle Boxes, Mail Boxes, Cash and Bond Boxes, etc., report that with improved methods of manufacture and increased facilities they are increasing their output and are now in position to make prompt shipments.

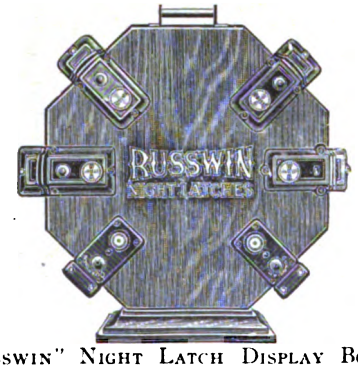
"Russwin" Night Latch Display Board

The Russell & Erwin Mfg. Co., New Britain, Conn., with New York branch at 45 Chambers street, are offering the trade the "Russwin" Night Latch Display Board, illustrated. This handsome Display Board is of 1⅞-inch solid oak, in antique finish, and will be furnished at the regular price of the Night



"RUSSWIN" NIGHT LATCH DISPLAY BOARD, FRONT VIEW.

Latches plus a reasonable charge for the board and mounting. The six different Night Latches mounted on the Board are displayed in working condition, and demonstrate the action and appearance of the stock on the dealer's shelves. A handle at top affords means for carrying or moving the Board. If desired, a Latch may be removed from the Board and sold and another Latch taken from stock and applied in its place. Boxes and directions accompany the mounted Latches. The



"RUSSWIN" NIGHT LATCH DISPLAY BOARD, REAR VIEW.

company will furnish, on request, and without charge, booklets and envelopes, enclosures, with the dealer's name and address, also display cards, blotters and electrotypes.

The annual inventory has been taken, showing the year's business of F. E. Myers & Co., Ashland, O., to have been one of the most successful in the history of the concern. All new buildings are now organized and factory improvements completed. The plant is running ten hours per day with a full force of men.

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"Myers'" Hydro-Pneumatic Pump

F. E. Myers & Bro., Ashland, Ohio, are placing on the market the "Myers'" Hydro-Pneumatic Century Low Down Pump, illustrated. It is equipped with brass valve seats, rubber-faced valves and brass-covered piston rod, and is especially designed to operate in connection with the Hydro-Pneumatic Cylinder for pumping air. It is made with liberal flanges, built strong in all its parts for heavy usage, and tested under pressure before leaving the erector. The two Pumps shown are alike save in the application of power, Fig. 1 being the usual construction and Fig. 2 illustrating the patent ratchet head applied to the horizontal pump. The makers state that it has been demonstrated that the ratchet movement under the same pressure will operate with from 25 to 40 per cent. less power, or a 3-inch pump with the ratchet movement can be operated just as easily as a 2½-inch cylinder pump with the lever movement. The brass lining, which is removable, extends out flush with the head of the cylinder, and is concave at the ends, so that the plunger can be readily removed and easily replaced, without difficulty in getting the same to register. The suction and discharge valves are all accessible by removing individual caps, which gives the operator free access to all the valves without disturbing either the suction or discharge pipe, or making it necessary to remove any of the parts except the cap referred to. The air cylinder, 1¼ inches in diameter, is brass-lined, and has an independent plunger and valve, so that the pumping of air does not in any way affect the water capacity of the pump, or, in other words, the air pump is distinctly an individual feature, having its own plunger and check valve. The air is forced into the body of the pump and conveyed through the discharge pipe into the pressure tank, and is so arranged that by turning the cap on the valve the operator can pump air as well as water, or by a reverse turn of the cap discontinue the air supply.



FIG. 1.—"MYERS'" HYDRO-PNEUMATIC PUMP.

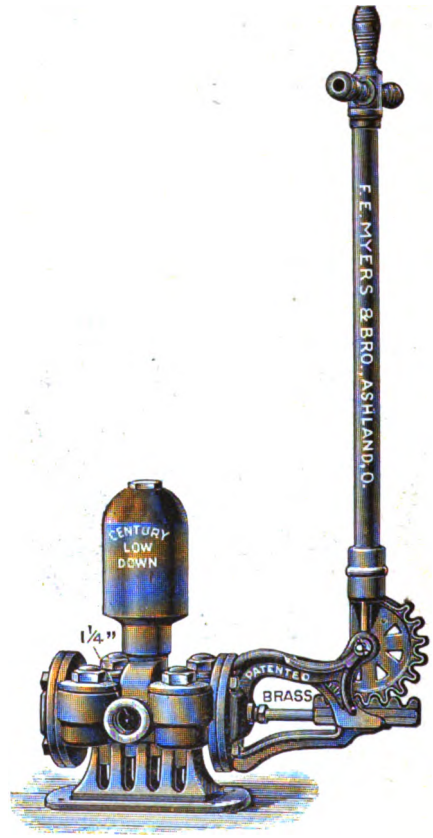


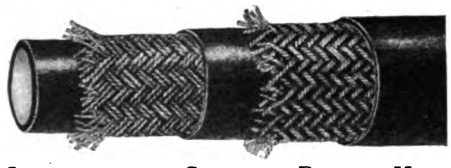
FIG. 2.—RATCHET HEAD HORIZONTAL PUMP.

The White Mountain Freezer Co., Nashua, N. H., in their advertisement in this issue, succinctly set forth their position regarding the manufacture and sale of the "White Mountain" Ice Cream Freezers. They remark they never allow the standard of quality to deteriorate. The product is marketed through the jobber to the retailer and they do not sell catalogue houses. The prices to the consumer are such that they afford a substantial profit to the dealer.

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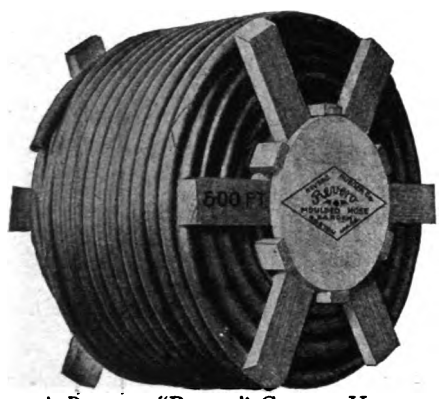
"Revero" Seamless Braided Garden Hose

The Revere Rubber Co., 77 Bedford street, Boston, Mass., with New York office at 59 Reade street, are offering the trade the 'Revero" Seamless Braided Garden Hose, illustrated. The construction of the braided fabric is a special feature, being of a special design, whereby any possibility for separation between the fabric and rubber is disposed of. This Hose is vulcanized in patented moulds under



CONSTRUCTION OF SEAMLESS BRAIDED HOSE.

extreme internal pressure which thoroughly unites the rubber and fabric. The principal claim made for this Hose is its great flexibility and strength with the minimum amount of weight, together with its being made in continuous lengths up to 500 feet. This latter feature will be greatly appreciated by the Hardware dealer as it disposes of the remnant question. In the construction there is, first, a seamless tube of high-grade rubber. Over this is applied a special double braiding of tightly

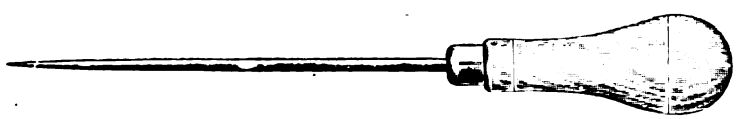


A REEL OF "REVERO" GARDEN HOSE.

twisted cotton yarn. Next the cover is put on, which is composed of tough flexible rubber to withstand wear and abuse. The complete Hose is then vulcanized in the company's patent rigid moulds under very high pressure. The pressure exerted from the inside of the Hose forces the rubber and fabric together before it is vulcanized, and this becomes one complete homogeneous body. The result is a Hose that combines great flexibility with the minimum amount of weight without sacrificing strength or durability. It is a Hose that has no tendency to separate between the plies or unwrap, and has small tendency to kink when bent at sharp angles. "Revero" is furnished in ½-inch, ⅝-inch and ¾-inch sizes, in lengths of 50 feet, or in continuous lengths up to 500 feet on reels. A unique folder fully describing the construction and distinctive merits of this Hose can be had by applying to any of the Revere Rubber Co.'s branch stores, or their home office in Boston.

"Gilchrist" Ice Pick

The Gilchrist Co., Newark, N. J., are offering the trade a line of Ice Picks, one of which is illustrated, No. 153, for icemen's use. In the manufacture of ice pick points, as well as their other products, they follow out their motto "Better Than Need Be" goods. In their advertisement is clearly illustrated the old process of making ice pick points, in which the crystallization of the metal takes place, the life and elasticity of the metal has departed, and the point is prepared to crumble, split and break when in use. There is also shown a piece of wire pointed by the "Gilchrist" process, the wire being automatically fed to an emery wheel. The point in its entirety is ground and ground only, the original fibre of the metal is not injured, and the point obtained is as sharp as a cambric needle and uniform and symmetrical throughout its entire taper. The company's Ice Picks are hardened their entire length and automatically tempered in oil. In this operation a thermometer determines the temper, no chance being left to the skill of the workman. Severe tests as to the hardness of the Pick points has been to strike the Pick point repeated blows on a piece of cast iron without in the least affecting its sharpness. For ordinary household, soda fountain or saloon use, a 1½-inch taper point has been adopted as being slender enough to do good work and strong enough to stand abuse. For the use of the iceman who does not use an ice pick as a crowbar, a longer point is advisable, a 3½-inch taper, as shown in the illustration herewith. A 5-inch taper point for expert icemen is also made. These Ice Picks are made of tempered steel, are highly polished and nickel plated to prevent rusting while on



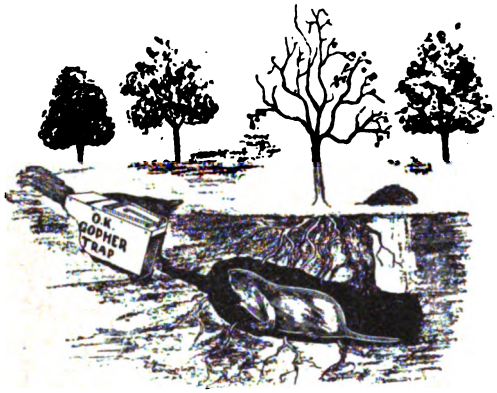
"GILCHRIST" NO. 153 ICE PICK FOR ICEMEN'S USE.

the dealers' shelves or when in use. All ferrules are brass, nickel plated and handles are of hardwood, shellaced. A catalogue is issued covering these and other ice goods, Lemon Squeezers, etc.

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"O. K." Gopher Trap

The Abingdon Trap Co., Abingdon, Ill., are offering the trade the "O. K." Gopher Trap, illustrated. It is of simple construction and is furnished with or without sides, as desired. The best method of setting the Trap is



"O. K." GOPHER TRAP.

to place it in the last place where the gopher comes to the surface. Both styles of Trap are set in the same way. It is a self-setting construction, easy to actuate, and when in position attracts but little attention—an essential in an article of its kind. It is ½ inch thick, 3⅜ inches wide and 6⅝ inches long.

knives, etc., in adjusting small screws. The small size as shown is put up for dealers on a handsome show card, containing one dozen to each card, the cards being provided with an easel standard so they will be shown upright on top of show case. When used as a charm

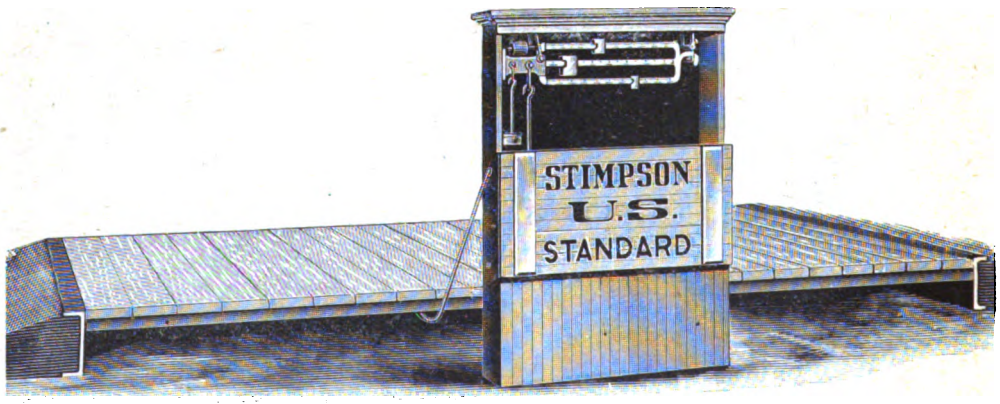


"EVER-READY" WATCH CHARM SCREW DRIVER.

it is closed as indicated by the upper one of the illustrations, and when the owner wishes to use it the screw driver end is reversed. The body is neatly knurled. When displayed customers immediately perceive its utility and sales result. It is sold at a popular price and gives the dealer a good profit margin.

"Stimpson" Steel Pitless Wagon Scale

The Stimpson Scale & Mfg. Co., Northville, Mich., are offering the trade the "Stimpson" Steel Pitless Wagon and Stock Scale, illustrated. It is referred to as being high grade in every particular and has many exclusive features. These Scales are provided with triple or double solid brass beam with brass sliding poises and carefully graduated to full capacity of Scale on beam. The bearing pivots throughout the Scale are of high grade tool steel, carefully tempered. The levers are of rolled T shaped steel, trussed, thus insuring rigid levers under any load. Steel I beams support the platform, and steel



"STIMPSON" STEEL PITLESS WAGON SCALE.

channels connected by tubular steel cross pieces provide a rigid cross frame in which the direct lever construction supports the I beam stringers and platform. The beam box is of selected one-inch tongued and grooved lumber, painted with two coats of lead paint, with a heavy molded top. The concern manufacture forty-four styles and sizes of Scales for all purposes. New catalogue will be sent upon request.

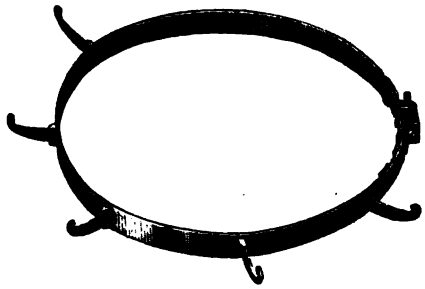
"Ever-Ready" Watch Charm Screw Driver

The Lippincott W. M. & I. Co., Newark, N. J., are offering the trade the "Ever-Ready" Watch Charm Screw Driver, illustrated. It is shown full size, and is made of steel, polished and nickel plated, or, will be polished and blued if desired. It will be found of especial advantage by every wearer of eye glasses, or by persons who ruin the points of pen

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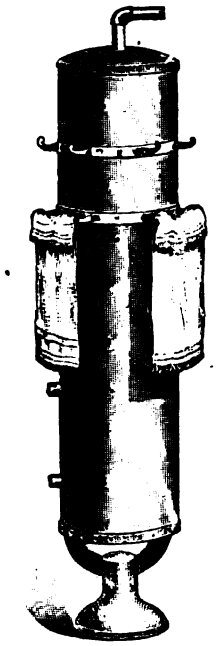
"Haynes'" Towel Hanger

Chas. M. Haynes, 284 Washington street, Newark, N. J., is offering the trade "Haynes'" Towel Hanger, illustrated. The band is of rolled steel stock ⅞-inch wide and of a thickness making it firm and strong. The



"HAYNES" TOWEL HANGER ON BOILER.

hooks, 2½ inches long, are of steel stock considerably heavier than the band, and of special design, so that when riveted on the lugs fit against the band, preventing any side movement and the hooks remain rigid and strong, even though their anchorage is to a metal strap. A steel spiral spring held within a box-loop at one end of the band takes the full pull of the screw-bolt tightener, passing through it, so that all expansions and contractions are absorbed by the spring, and the band tightly binds the



"HAYNES'" TOWEL HANGER ON BOILER.

boiler at all times and cannot slip down. On the end of the screw-bolt which projects from the end of the box-loop is a slip catch which engages with two spurs or notches at the free end of the band by which arrangement the Hanger is made to fit the different sizes of boilers in common use. When the band is placed around the boiler its notched end is inserted in the slip-catch which engages a pair of notches, according to the diameter of the boiler. When the band is thus set to the boiler, it is then thoroughly tightened by turning the bolt with a screw driver. When the hooks are positioned properly relative to the boiler, the head of the bolt seen at the end of the box-loop, is at the side of the boiler, so it is not required to work directly at the back of the boiler in tightening the Hanger. For household use but one size is made. Special sizes are made for hotel and other uses, having in

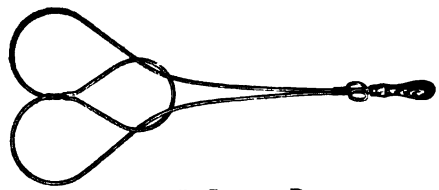


SHOWING ADJUSTMENT OF TOWEL HANGER.

addition to the hooks, several swinging arms. This device utilizes heat from the boiler to dry towels and on the boiler is out of the way. It is heavily tinned after it is made up, and is lasting. It is made to meet in a permanent way a permanent kitchen necessity.

"Androck" Carpet Beater

The Andrews' Wire & Iron Works, Rockford, Ill., are placing on the market the "Androck" Wire Carpet Beater, illustrated. It is made of spring steel, has the right "feel," and strikes a heavy blow, with but a slight



"ANDROCK" CARPET BEATER.

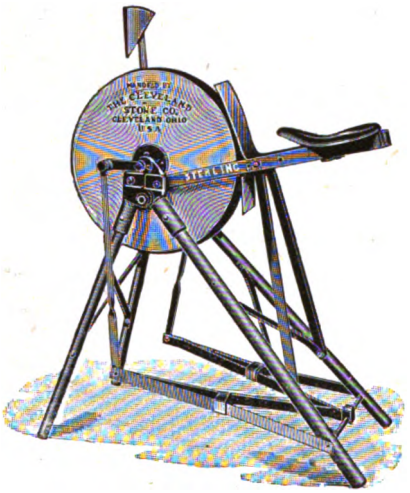
movement of the wrist, due to the opposing coils near the handle, and the extra weight at the end. The Beater removes the dust quickly as it covers a large area at every blow. The handle is so riveted that it will not get loose. The device is 30 inches long and 12 inches wide.

The Bristol Co., Waterbury, Conn., are issuing three new bulletins, covering their Electrical Instruments: Bulletin No. 61, describing Recording Voltmeters; bulletin No. 62, describing Recording Ammeters, and lists new form of Portable Instruments. Bulletin No. 63 covers a line of Recording Wattmeters.

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"Sterling" Mounted Grindstone

The Cleveland Stone Co., Cleveland, Ohio, are offering the trade the "Sterling" Mounted Grindstone, illustrated. It has a double treadle frame embracing the bicycle features of the Bi-Treadle. It is constructed of 1 1/16 and 1¼-inch diameter, heavy steel tubing, braced securely with heavy material; all rods and bolts are threaded; there are no cotter pins and no loose parts; permanent rigidity is insured. There is provided a large, comfortable seat and clothes protector, all tastefully enameled a rich vermilion. It is



"STERLING" MOUNTED GRINDSTONE.

fitted throughout with malleable iron castings and supplied with the company's patent detachable ball-bearing fixture. It is the most substantial and lightest running grindstone made, mounted with genuine Berea or Lake Huron stone, 19 to 22 inches diameter, 1¾ to 2¼ inches thick. The weight complete is about 90 pounds. The Stone is shipped knocked down and crated in a strong square package, easily handled, and takes up but little space. There are no loose parts. The frame folds intact; the shaft and bearings remain in the stone. This frame can be set up in a short time and with a small amount of labor, merely by manipulating one bolt.

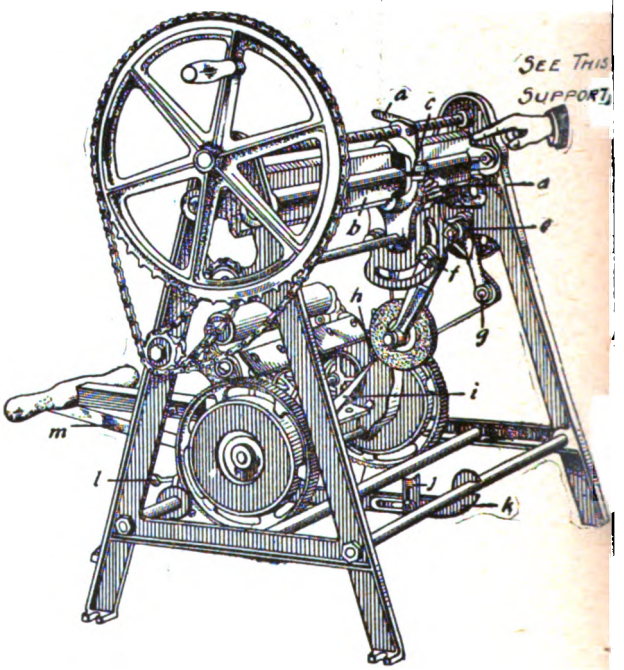
G. M. Thurnauer & Bro., now located at 35 Park Place, New York, will next month remove to new and larger quarters at 83 and 85 Worth street. The firm does a large business in imported house furnishing goods.

The Owensboro Shovel & Tool Co., Owensboro, Ky., have brought out a handsome calendar, showing a three-color picture entitled "In Old Kentucky," being a reproduction from a well-known painting. The monthly calendar sheets are at the bottom, and brief announcement of the concern and its products at the top.

The Clauss Shear Co., Fremont, O., with New York office at 7 Warren street, in charge of the U. J. Ulery Co., have issued a new catalogue No. 34. It is a book of 192 pages and is confined to their products, which include Shears, Scissors, Tailor Shears, Tinner Snips, Pruners, Razors and Strops. Also Safety Razors and Stroppers, Serrated Knives, etc.

"Peoria" Lawn Mower Grinder

The Peoria Lawn Mower Grinder Co., 521 South Washington street, Peoria, Ill., are offering the trade the new model "Peoria" Lawn Mower Grinder, illustrated. In the construction of the new model a radical departure has been made from the general custom of using cold rolled shafting on which to carry the stone or stone carriage. In place of this is used a heavy casting strong enough to prevent any warping or springing, and milled on top and bottom, making it parallel, straight and true as the ways of a lathe. The guide has



"PEORIA" LAWN MOWER GRINDER.

also been improved so that now it carries the stone to the extreme ends of the reel blades either right or left hand. The makers have perfected a non-slipping belt, put thumb screws under the mower wheels for leveling up the mower in place of the eccentrics formerly used. The machine will grind any reel mower, either right or left, reel in or out of the mower, handle on or off, on any way the mower happens to come in. In addition to sharpening Mowers all kinds of tools can be ground, such as skates, shears, planes, chisels and light tools.

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"Kirche" Sanitary Commode

The Weber-Kirche Mfg. Co., Keokuk Iowa, are manufacturers of the "Kirche" Sanitary Combination Commode and Chamber Pail, illustrated. The Commode is made from high-grade galvanized iron and also of extra quality XXX tin, enameled in green, red, blue, etc., and has an ornamental front. It is odorless, for the reason that the cover fits in a groove filled with water. This construction forms a

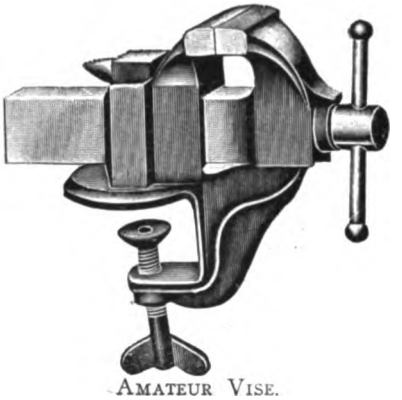


"KIRCHE" SANITARY COMMODE.

trap, making it air-tight. The groove will hold water to the depth of ¾-inch, and is so arranged that any overflow will run inside the pail. A lip is left so that the contents of bucket can be easily emptied. The seat is neat, scarcely noticeable, but comfortable, and made fast to and part of Pail. The Pail is made only in 12-quart size. The company also make Flue Stops, Flue Thimbles, Pipe Collars, Rural Mail Boxes, Curry Combs and Cream Separators.

Amateur Vises

The Leavens Mfg. Co., Vineland, N. J., are offering the trade a complete line of Amateur Vises, one of which is illustrated. The makers state that each Vise is nicely fitted, comes up square on the face of the jaw, the screw works smoothly and easily, as they use a loose malleable iron nut, the same as is employed in all machinists' vises. This, however, is said to be a new feature in Amateur



AMATEUR VISE.

Vises. Another feature is the solid screw. In finishing a brown baking japan is used instead of black air-drying japan. The brown japan and the high polish give to the Vises an attractive appearance

"H. & R" Target Grip

The Harrington & Richardson Arms Co., Worcester, Mass., are placing on the market the "H. & R." Target Grip, illustrated. It is an extension hard rubber stock affording a perfect grip. It is fitted to the regular revolver frame and by having the regular stocks can be interchanged for pocket use. This Grip can be furnished with "H. & R." Automatic, Police Automatic, Premier, Police Premier, and "H. & R." Double Actions, Models 1904, 1905 and 1906 Revolvers.

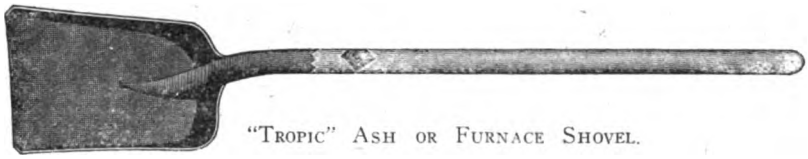


"H. & R." TARGET GRIP.

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King of Casting Bait

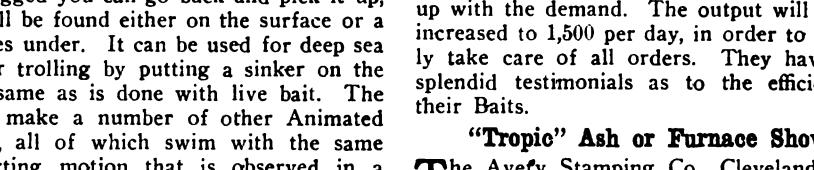
The K. & K. Mfg. Co., Toledo, Ohio, are offering the trade the King of Casting Bait, illustrated. This is a surface minnow that swims only about three inches under the water, and the makers claim that there is little danger of losing it, for the reason that when snagged you can go back and pick it up, and it will be found either on the surface or a few inches under. It can be used for deep sea fishing or trolling by putting a sinker on the line the same as is done with live bait. The company make a number of other Animated Minnows, all of which swim with the same easy, darting motion that is observed in a shiner. The motion is deceptive to large or small mouth bass, pike, sea bass or muscalonge. It is immaterial how one casts the "K. & K.," it rights itself instantly, just as a live minnow does when it is cast in the water. This Bait may fall on its side, back, tail or head, and, quick as a flash, assumes a swimming attitude and the tail begins to move precisely as does the tail of a live shiner, and it remains in a horizontal attitude. Another feature that will appeal to the fisherman is the direct pull that is obtained when one gets a strike. The Minnow pulls away from the hook. Thus a good direct pull is obtained, and there is no unsportsmanlike device to prevent the bass from making a good game struggle. The jointed sections are made especially to obviate the possibility of rust or decay, and the animation is produced by the Minnow being jointed or flexible, together with the proper adjustment of weights combined with the position of the line fastening. It contains no mechanism inside to get out of order. The colorings are "fast" and will resist the action of the water for an indefinite period, and the hooks do not mar or scratch the Minnow. The Minnows are decorated, they are an exact reproduction of a deep water shiner, with the dark green golden back, shading down to a gold and silvered gold on the belly. Pure gold is used, and is claimed to be the most artistic and expensive decoration ever used on similar articles. The blending of the colors with the scale effect is a secret. The Bait illustrated is 4½ inches long, and has three double hooks. With a capacity of turning out 1,200 Minnows per day, the concern has not been able to keep up with the demand. The output will soon be increased to 1,500 per day, in order to promptly take care of all orders. They have some splendid testimonials as to the efficiency of their Baits.



KING OF CASTING BAIT.

"Tropic" Ash or Furnace Shovel

The Avery Stamping Co., Cleveland, Ohio, are manufacturers of the "Tropic" Ash or Furnace Shovels, one of which is illustrated. They are made in two sizes, the blade of the No. 1 being 9 in. x 13½ in., and of the No. 2, 11½ in. x 13½ in. High grade materials are used in the manufacture of these goods, and as they have been on the market a number of years, the quality, style and finish is quite well known. The blades of these shovels are said to have been hammered to make them perfectly smooth, stiff and straight edge, also lacquered to prevent rusting, and the socket is neatly closed around the shank, making a smooth grip, protecting the hand from slivers and cuts often met with in goods carelessly made. The handles are second growth white ash, smoothly sanded, and the Malleable D attached by means of a strong iron rivet. The company also furnish the "Tropic" Shovels in the long handle as well, with a corresponding difference in the price.



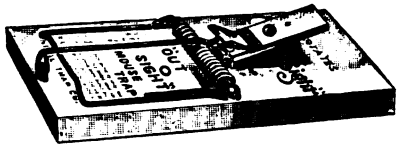
"TROPIC" ASH OR FURNACE SHOVEL.

Sargent & Co., New York and New Haven, Conn., have brought out a catalogue of Sargent's "Union" Lock Sets. The 36 pages of the book are replete with the usual handsome illustrations and letterpress.

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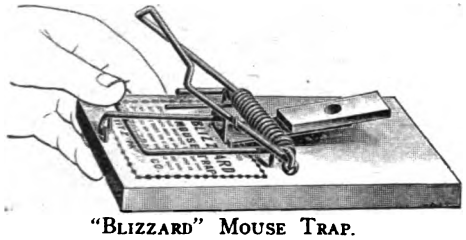
Mouse and Rat Traps

Animal Trap Co., Lititz, Pa., a branch of the Oneida Community, Ltd., are manufacturers of a variety of Mouse and Rat Traps,



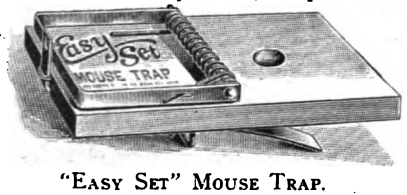
"OUT-O-SIGHT" MOUSE TRAP.

several of which are illustrated. The "Out-O-Sight" Mouse Trap was the first of its kind on the market. It has a rock elm base, a premier coppered steel spring wire, one piece double tensioned spring; re-enforced wood trigger, staples thoroughly clinched and will not pull out. It is a sensitive Trap that will not get out of order.



"BLIZZARD" MOUSE TRAP.

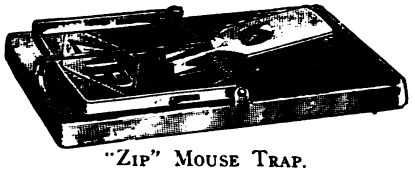
In the "Blizzard" Mouse Trap the principal point is the ease with which the Trap is set, safety to the fingers while setting, and substantial construction. In setting it the fingers take hold of the safety lever on top to raise and fasten the striker in position, or pass locking



"EASY SET" MOUSE TRAP.

bar over both lever and striker and set like old style spring traps. In releasing dead animals, the hands do not come in contact with the wire that kills them, but the lever is used to raise the striker.

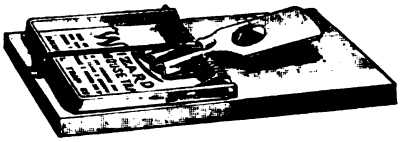
In the "Easy Set" Trap all that is necessary to do in setting is to pull the bow back until it is engaged with the trigger. There is nothing complex and nothing to get out of order.



"ZIP" MOUSE TRAP.

The "Zip" Mouse and Rat Traps have a metal base, and permit of being thoroughly smoked to remove odors from same and can be used repeatedly without any loss of effectiveness. This style also has a double tension, flat bow and metal trigger.

The "Wizard" Mouse Trap has the wooden base, with flat wire bow. The metal trigger



"WIZARD" MOUSE TRAP.

is so made that it is very easy to set this Trap. The variety of Traps made by this concern are sufficient to meet the wants of all customers.

"Rhodes'" Pole Pruning Shear

The Rhodes Mfg. Co., Grand Rapids, Mich., are placing on the market the "Rhodes'" Pole Pruning Shear, illustrated. It cuts from



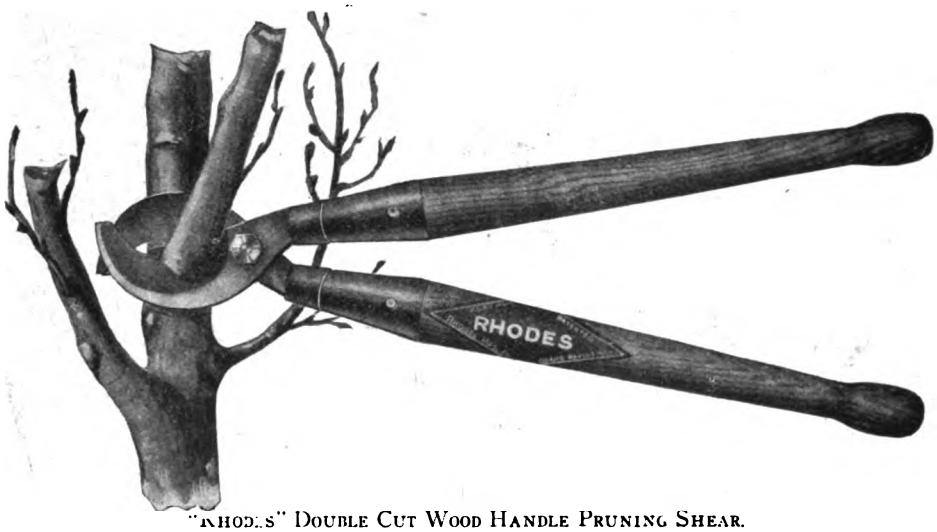
"RHODES'" POLE PRUNING SHEAR.

both sides of the limb and does not bruise the bark. It has a 10-foot pole. Both this and

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the wood handle Double Cut Pruning Shear have shear blades made from forged tool steel, carefully ground and tempered. The movable jaw of the Pole Shear is operated by a cord pulled with one hand. After the pruning is made the jaw returns to the normal, or open, position by reason of a coiled spring attached near end of pole.

In the wood handle construction the handles have been strengthened; they are turned from maple. The ferrules are wrought iron, 4 inches long, with extra ferrule 1 inch long on end. A rivet is put through the ferrule, handle and shank of shears, which prevents the ferrule and shears from loosening on the handle. The overlapping points pass by each other before the shears cuts into the limb far enough to draw the blades, and it is impossible for the blades to draw together and cut themselves after the points pass each other. The cutting from both sides does not bruise the bark, but leaves a clean, smooth cut that heals up rapidly. The wood handle Pruner is made in four sizes, 20, 26, 30 and 36-inch lengths over all; the blades are same size for all lengths of handles.



"RHODES" DOUBLE CUT WOOD HANDLE PRUNING SHEAR.

The Oster Mfg. Co., Cleveland, O., in catalogue No. 18 show the "Oster" Threading Tools for pipe and bolts.

The Gilbert & Bennett Mfg. Co., 59 Clark street, Chicago, and 277 Broadway, New York, have issued a handsome catalogue on general wire goods, known as No. 151. The variety is extensive. There is Wire Fencing, Poultry Netting, all kinds of Screens, Wire Cloth, Coal Chutes, Spark Guards, Counter Railings, Window Guards, Stable Fittings, Flower Pot Stands, etc. The engravings throughout the book are above the ordinary standard.

"Monarch" Shoe Shiner

The Great Lakes Mfg. Co., 152 Lake street, Chicago, Ill., are manufacturers of the "Monarch" Shoe Shiner, illustrated. It is provided with a lever having a double cam, making it quick, powerful and easy of operation. It is practically a three last Shiner, having one last for ladies, one for men and for the smallest shoes no last is required. The last follows the shape of the shoe right or left and does not get it out of form. The lasts hook on, which prevents pulling off in the shoe. The device holds the shoe naturally in a horizontal position, but it can be tilted to any desired angle almost instantly. The bracket is permanently attached to wall and the Shiner can be readily slipped in or removed from same.

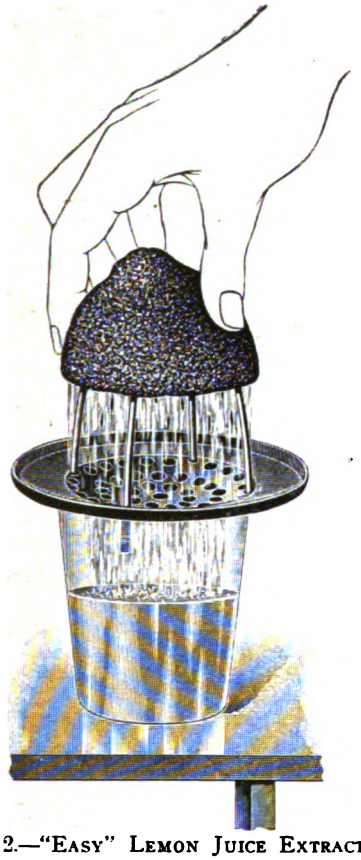


"MONARCH" SHOE SHINER.

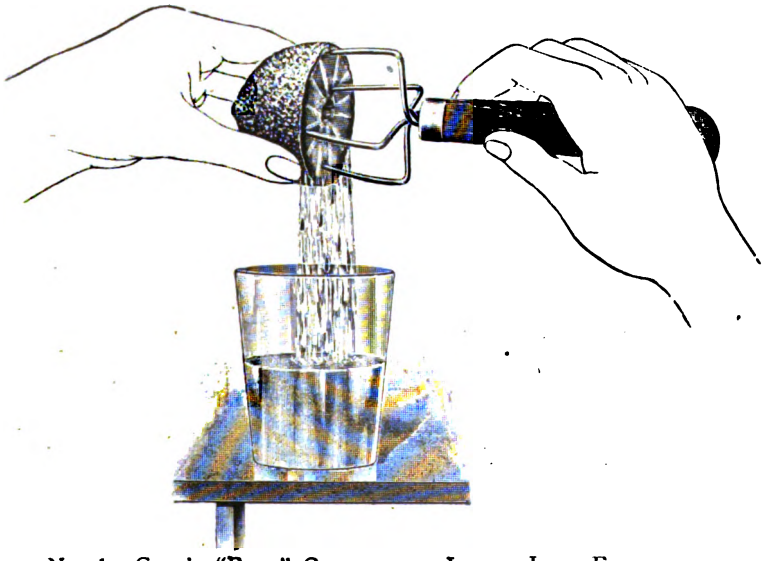
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Cook's "Easy" Lemon Squeezer

The Hart Mfg. Co., Unionville, Conn., are placing on the market Cook's "Easy" Orange and Lemon Juice Extractors, illustrated. No. 1 is essentially the same in construction as No. 2, the difference being in the method of use. No. 1 is put into the lemon and turned, while No. 2 has the lemon placed on it and the juice extracted. The No. 1 has a 6-inch wood handle and in use is held in the right hand, with the half lemon in the other hand, and as the device is turned the juice and seeds are extracted. No rind juice is extracted by this method. Straining to get the pulp and seeds requires a separate operation. The No. 2 extracts and strains the juice during the same operation. It can be placed on top of a glass or cup as well as used on a saucer or over a plate or other receptacle.



No. 2.—"EASY" LEMON JUICE EXTRACTOR.



No. 1.—COOK'S "EASY" ORANGE AND LEMON JUICE EXTRACTOR.

"Read's" Rein Guard

O. B. Read Mfg. Co., Troy, N. Y., are the manufacturers of "Read's" Rein Guard, illustrated. This device attached to a harness prevents the reins from sliding down and catching under the ends of the hip strap, or

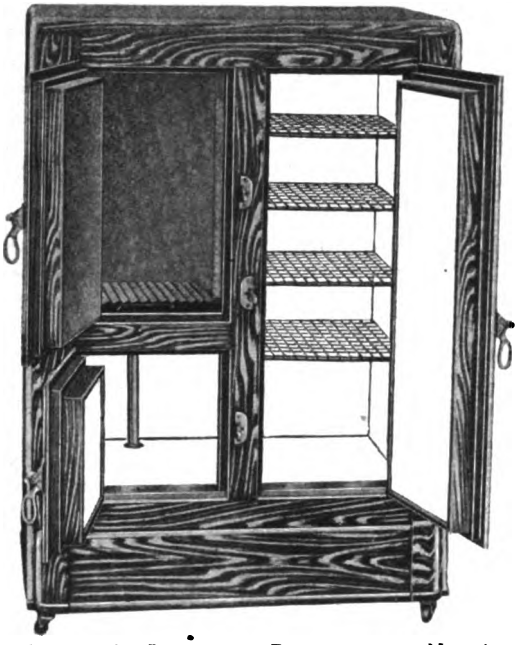


getting under the horse's tail, thereby preventing a common nuisance and serious accidents. The device is adjustable, simple, practical, ornamental in appearance, and costs but a trifle. It comes in either heavy nickel or imitation rubber. The Guards come neatly mounted on display cards and yield a profit to the dealer of 80 per cent.

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"Leonard" Cleanable Refrigerator

The Grand Rapids Refrigerator Co., Grand Rapids, Mich., are offering the trade a large line of Refrigerators, one of which, the "Leonard" Cleanable, No. 4, is illustrated. It is a genuine porcelain lined, and has polished oak case. The front panels are quarter-sawed oak, with heavy round corners. The golden oak finish is rubbed and polished. The Refrigerator is insulated with polar felt. The



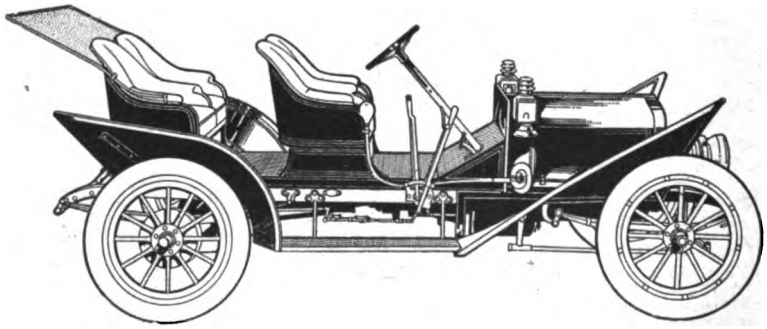
"LEONARD" CLEANABLE REFRIGERATOR, NO. 4.

provision chamber is lined with porcelain on heavy sheet steel. There are nine walls, so that perfect insulation is obtained. The ice chamber is lined with heavy galvanized iron. The four shelves are of tinned wire, light, but strong, and can be easily removed for cleaning. The locks and hinges are nickel plated. It is a medium-priced construction, notwithstanding its high class construction.

have made substantial additions to their line of Colonial Candle Sticks, which now consists of some 76 numbers. These goods are being shown at the various branch offices of the company. These Sticks, as are the others in their line, are correct reproductions of Colonial goods. To the Bath Room Accessories some 15 numbers have been added.

"Corbin" 4-Passenger Runabout Auto

The Corbin Motor Vehicle Corporation, New Britain, Conn., are offering the "Corbin" 4 Passenger Runabout Automobile, illustrated. Model S is air cooled and Model O water-cooled. It is provided with a 30 H. P., 4-cylinder, vertical, 4½ x 4½-inch motor. In the air or water cooled constructions all valves mechanically operate and are interchangeable. The three speeds and reverse single lever, transmission is of the sliding gear, selective type. There is a shaft drive, bevel gear, double universal joints. The front axle is I section, drop forged from one piece, and is of the Elliott type. The rear axle is of the semi-floating type, spur gear differential. The frame is of pressed steel, with steel pan supporting motor and gear case. The steering is done by a special worm and sector, non-reversible. The clutch is a leather faced cone. The bearings are annular throughout, except intermediate crank shaft and cam shaft bearings. The crank pins and transmission gears run in oil bath. The pistons are lubricated by direct sight feed. The ignition is by the jump spark, with a double set of plugs. The control is by throttle and spark levers on top of steering wheel. There are two internal expanding brakes on each rear hub. The tires are 34 x 3½ inches for the front and 34 x 4 inches for the rear. The wheel base is 108 inches, standard tread. The front springs are 2 x 40 inches and the rear 2¼ x 50 inches. The gasoline capacity is 15 gallons. From 4 to 50 miles per hour is attained on the high gear. The equipment consists of three oil lamps, two gas lamps, generator, horn, extra parts, set of tools and jack. The standard color is Richelieu blue. The weight of this Car is 2,200 pounds. The



"CORBIN" 4-PASSENGER RUNABOUT AUTO.

American Ring Company, Waterbury, Conn., with New York office at 1 Hudson street, gear ratio of the Runabout is 3¼ to 1. It has detachable rear seats and rumble.

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Milk Bottle Opener and Stopper

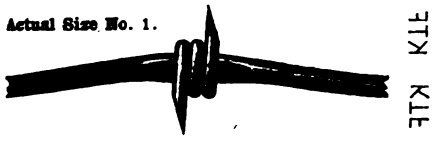
Windsor Stephens & Co., Waltham, Mass., are placing on the market the Milk Bottle Opener and Stopper, illustrated. It is of wood in the form of a cork, made flaring, with a pointed wire inserted in the bottom of same. Taking out the paper caps on top of milk bottles frequently brings disastrous results to the person handling same. With this device the hook or prong easily enters the paper cap and it can be readily taken off. The device then acts as a stopper by being placed in the neck of bottle. Its use is a cleanly habit and satisfactory in results.



MILK BOTILE OPENER AND STOPPER AND METHOD OF USING SAME.

"Bell" Elastic Barb Wire

The Bell Wire Co., Jackson, Mich., are manufacturers of the "Bell" Elastic Barb Wire, illustrated. It is a single strand wire and is said to have all the merits of the common barb wire and many others. As a single strand it can be and is made of hard steel wire, and is made elastic every six inches, being a complete coil. As it is elastic it will not stretch at all in common use. It will stay where you put it. As all the metal is in a single strand there is less surface exposed, in proportion, and will therefore rust less. It will not gather and hold water like two strands twisted together. All the barbs stand one way, resulting in greater safety and efficiency. If the barbs are set vertical, horses and young stock may play along the fence in safety, but surely find the barbs if they try to reach through the fence or over it. If desired, the wire may be set with the barbs pointed towards the field. The strand wire, of a high grade hard steel, is every six inches passed completely around a mandrel, which gives a true spiral for elasticity. Every four inches a space in the strand wire is flattened to hold the barb. These flats are made oval, in cross section and will bear greater tensile strength than any other part of the strand wire. The barbs, short, sharp and rigid, four inches apart, are under great pressure coiled tightly around the oval flats. Though a barb will sometimes move a trifle on the flat, the barbs are positively warranted not to move off the flat. All wires are heavily galvanized. All spools contain 80 rods each. When once put up it is not necessary to take up the stretch in this Barb Wire, as it does not stretch.



"BELL" ELASTIC BARB WIRE.

Schoverling, Daly & Gales, 302 Broadway, New York, have issued a book of fine guns, which include the Charles Daly and J. P. Sauer & Son Shotguns. The book also presents the Sauer-Mauser Repeating Rifles, "Luger" Automatic Pistol and Carbine, Leather Coats, Hunting Shoes, etc.

The Ontario Knife Co., Franklinville, N. Y., in catalogue No. 3 show an extensive line of Butcher, Bread, Kitchen, Fruit, Fish and Canning Knives, Kitchen Sets, Putty Knives, Wall Scrapers, Knives and Forks for table use, Clam Knives, etc.

Eclipse Mfg. Co., North Girard, Pa., in a new catalogue present Clothes Driers, Dust Pans, Suit Holders, Sleeve Boards, Folding Table and Bath Tub Seats.

Following the custom of years, the Belfast Ropework Co., Belfast, Ireland, have been sending out copies of their 1908 calendar. It is adapted for desk use, with removable monthly sheets printed in two colors.

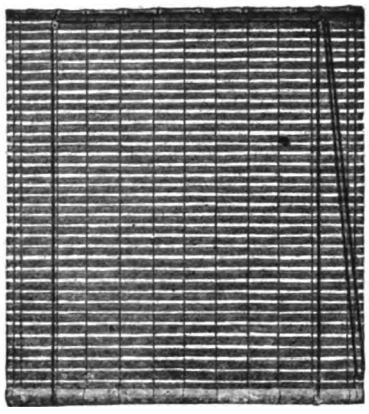
The Philip Carey Mfg. Co., Lockland, Cincinnati, O., have issued a new catalogue of their Coverings for pipes, boilers, etc. They manufacture a large variety of asbestos goods, such as Millboard, Paper, Wick Packing, Rope Packing, Braided Tubing, etc.

The Krein Mfg. Co., Wapakoneta, O., in catalogue No. 1 show the large line of different kinds of Chains, which they manufacture.

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"Komi" Porch Curtain

The R. H. Comey Co., Camden, N. J., are offering the trade the "Komi" green painted Porch Curtain, illustrated. The green color has been adopted because it is restful to the eye and harmonizes with any surroundings. The paint is applied with a brush, and does

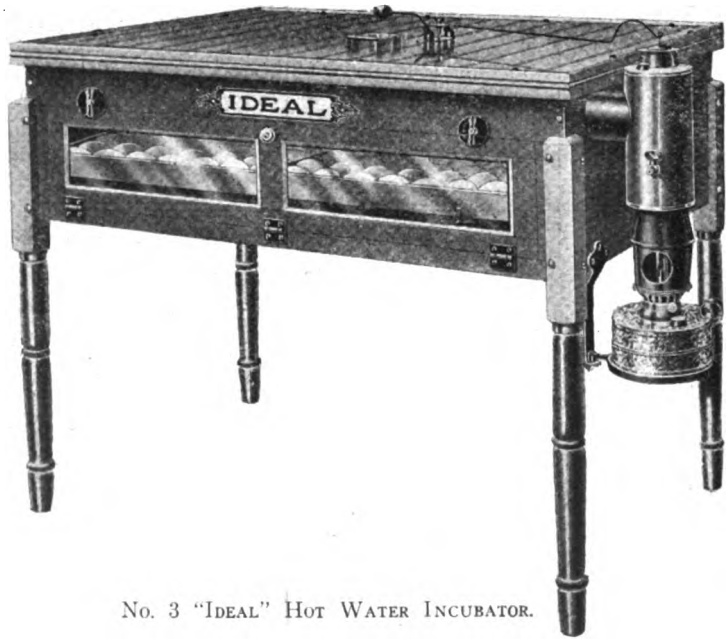


"KOMI" PORCH CURTAIN.

not fade. The pulleys supplied with the Curtain are of galvanized iron. The Curtains come in a good range of sizes, always carried in stock, so that prompt deliveries can be made from factory. The stock sizes range from 4 feet wide and 8-feet drop up to 12 feet wide and 10-feet drop. The new "Komi" Curtain comes in both the narrow and wide slats, both made from selected bamboo.

"Ideal" Hot Water Incubator

J. W. Miller Co., Freeport, Ill., manufacture the "Ideal" Hot Water Incubator, illustrated. It has a capacity of 240 eggs, is large enough for the poultryman who wants to raise chicks by the hundreds and small enough for the beginner. This No. 3 is built with double walls, double top and bottom. The outer walls are made of 1-inch Washington red cedar, the inside walls of ½-inch cedar; between the two walls is a 1-inch dead air space. It has double glass doors with a dead air space between the panels. The thermometer and eggs can be seen through the glass without opening the door. The Incubator is heated with a copper tubular tank and heater. All Incubators are equipped with lamp, regulator, egg trays, egg tester—in fact, everything needed for successful operation. The "Ideal" is also made in the 60 and 120-egg capacities. These Incubators have a good system of ventilators and regulation; automatic in control and yet of simple construction and operation. The Incubator can be had in either hot water or hot air construction, as desired. The company remark that those dealers who have taken up the line have derived good profits directly, and also increased sales on allied lines, such as poultry netting, etc.



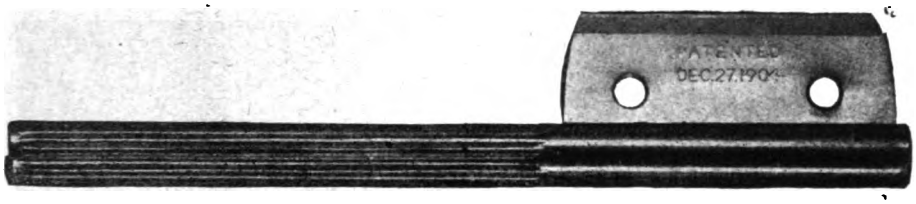
No. 3 "IDEAL" HOT WATER INCUBATOR.

If you are the sort of a clerk who doesn't care whether a customer buys or not because "your pay goes on just the same," I wouldn't care if the boss were to bounce you to-morrow morning.

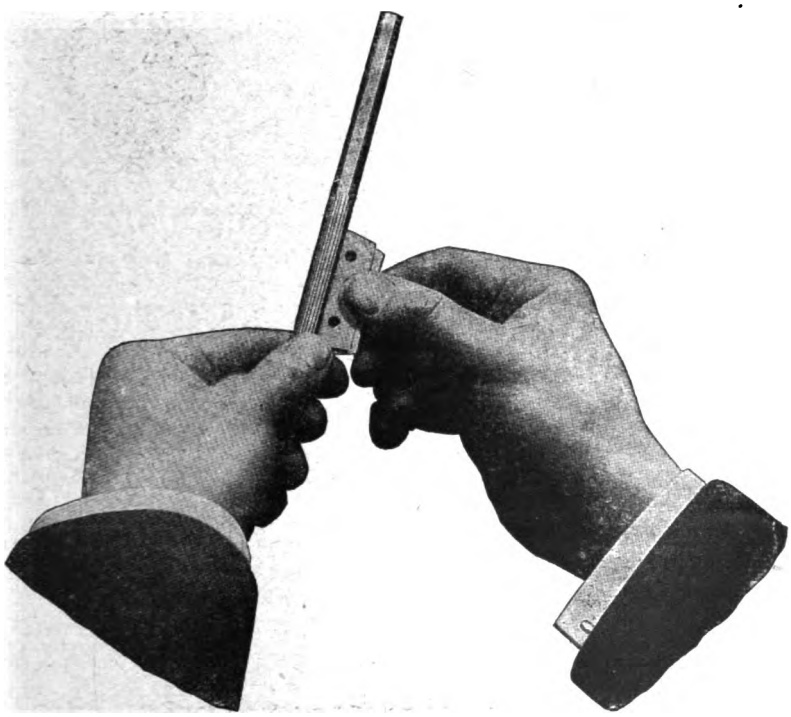
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"Perfection" Safety Razor Blade Holder

The Perfection Mfg. Co., 7 Water street, Boston, Mass., are offering the trade the "Perfection" Razor Blade Holder, illustrated. This device is designed for stropping double-edge safety razor blades. To use, slide the inner clamp down in the fluted end of handle, which causes it to open; insert the blade with the holes over the raised eyelets. Press the clamp together, and slide up to the other end of handle. The stropping is then done in the usual manner. The blades should be stropped on both sides alternately to obtain the keen edge. The holder is light, simple in construction, and the blade is so held that the same edge is always obtained.



"PERFECTION" HOLDER FOR DOUBLE EDGE SAFETY RAZOR BLADE.



INSERTING BLADE IN "PERFECTION" RAZOR BLADE HOLDER.

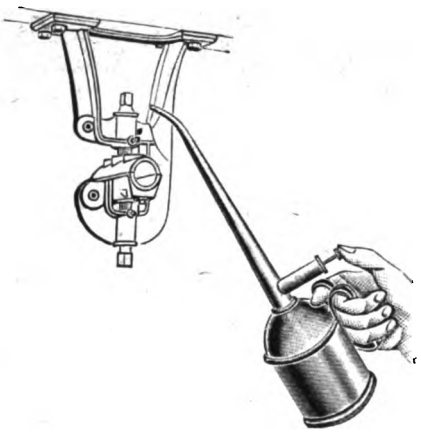
Royal Mfg. Co., Lancaster, Pa., manufacturers of hand-power and foot-power Grinders, and Sickle and Disc Grinders, have issued a couple of booklets, one entitled, "Hints on Grinding," giving useful information on how to grind and how not to grind. The other booklet is "The Story of David Maydole," which is to be used as an aid in selling the company's machines. These booklets are furnished the trade as advertising matter, and will doubtless be appreciated by many Hardware dealers.

The J. Stevens Arms & Tool Co., Chicopee Falls, Mass., have prepared a new series of six single-column mortised newspaper advertising electrotypes illustrating hunting scenes The mortised space allows the dealer to present his claims for the goods he is marketing. One of these electros will be sent gratis to any Hardware dealer upon request. With such electro the company would also be glad to send cuts of any "Stevens" models carried in stock by the trade.

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"Cannon" Oiler

R. E. Bloomer, Keithsburg, Ill., is offering the trade the "Cannon" Oiler, illustrated. Its construction embodies quickness, convenience and economy. It is quick, because one does not have to wait for the oil to trickle out, as it is forced out by simply pressing the plunger. It is convenient, as the Can can be held in any position, thereby enabling the operator to hold the nozzle in the proper place for oiling the bearing. It has a complete force-pump attachment without any packing nuts; both the valves are separate from the plunger, which is packed with calfskin leather. As it works in oil, it will last a long time, and can

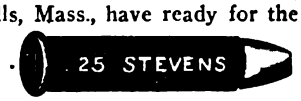


"CANNON" OILER.

be easily replaced should it wear out. The Oiler is made in four sizes, 1 qt., with a 20-inch spout; 1¼ pt., with a 12-inch spout; 1 pt., with an 8-inch spout, and ½ pt. with a 6-inch spout. It is especially adapted for work around automobiles, machinery, etc., where overhead or out of the way places are to be oiled.

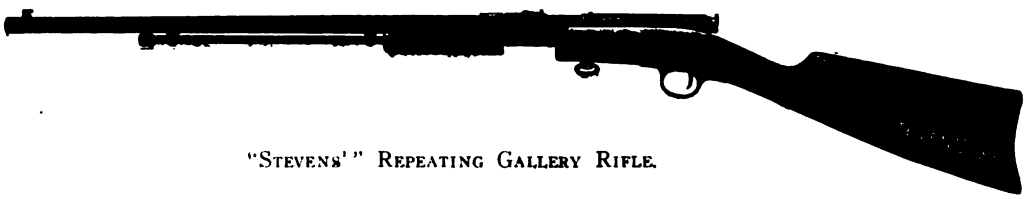
"Stevens'" Repeating Gallery Rifle

The J. Stevens Arms & Tool Co., Chicopee Falls, Mass., have ready for the trade the



"STEVENS'" .25 RIM-FIRE CARTRIDGE.

"Stevens'" Repeating Gallery Rifle No. 80. It is said to be the only .25 rim-fire Repeating Rifle on the market, and takes the .25 "Stevens'" Rim-Fire Cartridge. It is moderately priced, of high quality and a first-class shooter.



"STEVENS'" REPEATING GALLERY RIFLE.

Kerosene Mantle Burner

G. Cohn, 335 Broadway, New York, is offering the trade the Kerosene Incandescent Mantle Burner, illustrated. This outfit comprises wick, mantle, chimney and burner proper. Its peculiar construction gives 100 c. p. or six times the light radiated from a cen-



KEROSENE MANTLE BURNER.

tral draught lamp, although it is said to consume but one quart of kerosene in 20 hours. Less heat is thrown off than in the other style of lamp. The wick needs no trimming and is claimed never to wear out. The chimney is of German-Jena glass and will not break from heat or water. The mantle will last a year with careful handling. This Burner will fit a No. 3 collar; or, the complete lamp will be supplied when desired.

The New York Sporting Goods Co., 17 Warren street, New York, have issued their 1908 Catalogue of Bicycles and Supplies, and a copy will be sent to any dealer upon request. This book is attractively gotten up, and its small size, 5x7 inches, makes it convenient to carry in the pocket. The company make a specialty of the bicycle business and claim to be the largest distributors of these goods in the East.

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W. H. Bennett, better known to hosts of friends as "Pop," has returned to his "old love," and is now again western manager of the Chicago branch of the Reading Hardware Co.

The Philadelphia Lawn Mower Co., 3101 Chestnut street, Philadelphia, Pa., have issued the pocket size catalogue of the Genuine "Philadelphia" Lawn Mowers. The booklet illustrates the various styles for the season of 1908. They make the statement: "We shall continue to make nothing but high grade Mowers and guarantee all goods against imperfections, and warrant them to give entire satisfaction."

Frank Mossberg Co., Attleboro, Mass., in catalogue No. 10 show their line of Wrenches, which have gained for the concern an enviable reputation. The catalogue also presents Bicycle Chime Bells, Bicycle and Auto Bells, Gongs, Manicure Goods, advertising novelties, etc. A specialty is made of metal stampings and punchings, concerning which they are prepared to give expert advice.

The Hohfeld Mfg. Co., Eighth and Dauphin streets, Philadelphia, Pa., now have ready their new catalogue, advanced mention of which was made in a recent issue. It fully maintains their reputation for putting out a very handsome book, as the Hammocks are all in colors and give one an excellent idea as to the appearance of the goods. Their aim has always been to give the highest class and most salable line at the right price.

The Revere Rubber Co., Boston, New York, Chicago, Philadelphia, etc., have issued a handsome catalogue of their Rubber goods for mechanical use. These include high grade Belting, for various purposes; Water, Steam, Brewers', Garden, Acid, Coke, Sand Blast, Suction, Fire Department and Chemical Fire Extinguisher Hose; Tubing, Rubber Blankets, Packings Matting, Air Cushion Horse Shoe Pads, etc. The manufacturers lay particular stress upon the high quality of their entire line of goods.

The Grand Rapids Refrigerator Co., Grand Rapids, Mich., have ready their catalogue for the 1908 season. It is a book of over 130 pages, and is devoted entirely to Refrigerators, which will convey an idea of the great variety offered. These include the many constructions under the different brands, "Leonard," Cleanable, the "Grand Rapids," and the White Enameled Refrigerators. In the first pages are sectional views showing the method of insulation, construction of case, ice rack, etc. There are a number of views outlining the processes followed in making the genuine porcelain linings, which give such a "cool" appearance to a Refrigerator, even though it has no ice in the ice chamber. A four-page price list is included with the catalogue.

The Great Western Mfg. Co., La Porte, Ind., are advertising the "Cyrus," "Crown" and "Adlake" Bicycles, and call attention to the extended use that is being made of bicycles throughout the country. While in some sections there are not many wheels, in others there is a gradually increasing number. The capacity of the company's plant is 25,000 to 35,000 wheels annually. Heretofore the larger part of their output has been handled by jobbers. Their new selling plan is to go direct to the dealers, and give the latter the benefit of the saving in jobbers' profits. The prices for these wheels is low for a high-class product.

American Hardware Manufacturing Co., 1203 Washington street, Ottawa, Ill., are manufacturers of the "Illinois" Dairy Separator. The present is the seventh year of manufacture of this article, and so popular has it become that last year with every energy bent, they were scarcely able to keep up with orders, notwithstanding several additions were made to their plant. The feature of this Separator is the turbine disc bowl, which has made an enviable record for clean skimming. This device is built heavier than what is usually found in similar constructions, the distribution being at the points of greatest strain. The concern announce a vigorous campaign of advertising the coming season in farm papers, and of which they wish the dealers to take advantage in securing and filling orders.

A. H. Briggs, manager of the New York branch of the L. S. Starrett Company, Athol, Mass., since it was established here 10 years ago, has resigned that position to go into business on his own account. He will be associated with W. M. Briggs, New York manager for the Rock Island Tool Company, Rock Island, Ill., manufacturing Vises, and the Joyce-Cridland Company, Dayton, Ohio, manufacturing Jacks. A. H. Briggs will represent manufacturers of first-class lines of Mechanics' Tools, and is now in a position to consider additional connections. He was for many years with the Frasse Company, New York, which dates back to 1806, when, as a Mechanics' Tool and supply house it was founded by Henry F. Frasse, and was its first treasurer when the business was incorporated January 10, 1893. Mr. Briggs is thoroughly familiar with the marketing of high grade Tools and supplies for machinists, jewelers and other workers in metals, and has an extensive acquaintance in the trade by whom he is highly regarded.

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THE RETAIL MERCHANT AND THE CATALOG HOUSE
A PLAN FOR GETTING AND KEEPING THE HOME TRADE

Why is the catalog house able to get your local trade?
How does it get the trade?
Can the local merchant compete?
How shall he go about it?

By B. P. Stone.

These are burning questions in every town and village at this moment. There is a vast amount of business done by these concerns and the amount seems to be on the increase rather than otherwise. The western houses of this sort are building immense stores and are equipping them with the most modern devices for handling business. Their offices are magnificent and their dividends are enormous in spite of the vast sums thus expended. Part of the money which helps to build and maintain these vast establishments comes from your town. Part of it ought to be in your till. You would like to see it there and I shall try to point out the way in which it may be done. To begin with, let us understand clearly just what I refer to when I say "catalogue house." and for convenience sake let us call it the C. H. It is the institution, located in a big city, which solicits business wherever it is to be had, confining itself to no particular locality. I do not refer to the concern which is marketing a new thing which it is first introducing through the mails, or to the concern handling a specialty of such character that it cannot be profitably stocked by you and your fellow merchants. These are perfectly legitimate, even from the merchant's standpoint. I particularly refer to the house which claims and aims to sell everything and anything in common use in the home and on the farm, and which claims to sell each and every article at a fourth to a half lower than you can buy the same article for from your jobber. They cannot do it—or at least they do not—. but they claim to and this is what does the mischief. The "box-car" merchant who periodically infests your locality is in this class and like the rest of the class is a nuisance and a sharper.

WHY IS THE CATALOGUE HOUSE ABLE TO GET BUSINESS?

The C. H. gets business wholly and solely on false pretenses. This sounds like a pretty broad claim, but it is wholly within the bounds of truth as I shall show. The basis of their success is the credulity of those who bite at their bait and who are landed on their hooks. As I shall show they cannot sell goods any more cheaply than you can, but they claim to and that has answered the purpose simply because they have claimed it as a fact so long and so loudly that they almost believe it themselves. In fact they have claimed it so strongly as a fact that you believe it yourself, although you can prove to the contrary if you will take the time—and I shall show you how it can be done. It is not necessary that there should be more than the very slightest basis of fact behind the statements so long as the buyer can be made to believe that he is paying you too much and that he can get the same goods from the C. H. at a much smaller price. The constant claim of the C. H. is that you and your fellow merchants are fattening at the expense of your trade to an illegitimate degree. Here is a talk taken from a recent issue of a "house organ," published by one of the big Chicago houses, which will illustrate the line of argument on which they rely:

> "A crowd of men were talking. All were from the same town in Iowa. One of the men said to another, "Jim, you seem kind of sore at me for the last week or two. I don't know anything I have done to you. What's the reason?" "Reason enough," said the other. "My wife says you called her down the other day in your store because we sent to Dash & Co. for some stuff. You told her she ought to be ashamed to do such a thing after you had carried our account for $50 last winter. Now, all these folks are neighbors and I am going to tell them how you carried us. We have six cows and have been pegging along without a cream separator and decided we had better get one; so my wife went to you and paid you $100 for a separator, giving you $50 cash and owing you $50, which you were kind enough to carry as you call it.
>
> "It was not long after we got our separator that our nearest neighbor decided to have one also. They had been dealing with ———— & Co., so they sent there for one and got the same separator for $45 cash. Of course, it did not have the same name and was not identical on the outside, but the working parts were just alike and of course it did the work just the same as the one you sold us for $100. It was so accommodating of you to carry us after you had gotten $5 profit over what we could buy the same thing for at ———— for. You took a terrible chance of losing money, didn't you, Bob?"
>
> "But, look here, Jim," replied the now uncomfortable merchant, "there are other things to be considered besides the cost. Supposing there were no merchants, what would your farm be worth? You have to support your home merchants for your town's sake as well as for your own."
>
> "I wouldn't care a continental if you take the whole town of ———— and wipe it out; the only benefit to me there is the railroad. The town does me no good. Chicago supports me, my meat goes to Chicago, so does my grain and potatoes. Say, I didn't see you buying any potatoes from us farmers year before last when they were a little high. No, you sent up to Minnesota and bought two carloads. See here, Bob, you let me and my wife alone and we will send to ———————— any time we want to and we don't want any of your comments—."
>
> "Both parties were angry by this time and in a jiffy there was a lively exchange of blows. Friends separated them, but the affair will probably be continued when they reach home. Round one was the farmer's and onlookers say it is ten to one he will win in a canter."

The whole point is that the customer does

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not know what he is getting. He thinks he does, but he does not. It is another manifestation of the great American game of bluff. Make 'em think you have a full hand even if you have only a measly little pair of deuces and you will get the pot if your bluff is not called. It is time to call all such bluffs for the C. H. has been taking in the chips without having the winning hand long enough. The C. H. has worked this game to the limit. Look at the literature they send out. There is pretty sure to be a stream of it running into your town this very day, and perhaps this very minute if there is a mail train coming in. Look at it! Every line of it is devoted to a pathetic tale of the way you are skinning the poor farmer and the poor citizen of your town, and to the benefits each of them will secure by sending his money so far away from home that never a penny of it will ever come back again to gladden your eyes or your pocket—or the eye or the pocket of the sender either for the matter of that. The C. H. appeals to the pocket book of the victim. That is why he is interested. They make him believe that they can save him money. That's why they get the money instead of your getting it, which ought to be the case. There are all sorts of games to promote this idea. The latest are the banking game and the profit-sharing plans. This latter is presented under various disguises. One house issues certificates with purchases and another gives cumulative discounts and they all mean the same thing. The "cinching" of the trade. You can work any of these plans if you see fit, but the trouble is that your fellow citizens will not believe that you are in business for your health simply because you spend your money where you make it. One C. H. had a plan which looked like a winner. This was The Cash Buyers' Union of Chicago. (Later it was called The First National Co-Operative Society, I think.) This concern sold stock in the enterprise to all who would buy preferably to those in small communities. The buyer of stock was to be entitled to a discount on his own purchases, and was also to get a commission on all trade brought in through his influence. The idea was to get a long line of stockholders all over the country who would buy all their goods of the concern and who would persuade their friends to do like. This would mean an immense lot of advertising without a penny of cost. It seemed to follow naturally that every man who owned ten dollars worth of stock would feel a proprietary interest in the concern and would not fail to confine his trade to that house, besides swinging his friends into line as much as he could. As I say, the plan looked like a winner. But for some reason it did not pan out as expected. There are a lot of stockholders looking for the money they put into it, and it does not look very bright for getting it. The fact is, it cost too much to get business that way and the concern could not stand the strain. In selling their stock this concern told a whole lot of interesting facts about what other concerns in the same line were doing and what they had done in the past. And they were facts, too, as the writer knows from a personal investigation. For instance, one concern is known to make on its sales a good four times the percentage of profit you can make on yours. How? By selling a second-class lot of merchandise at a trifle less than you ask for goods of the first class. This is how they can get business. They make a big bluff and make it stick.

HOW DOES THE CATALOGUE HOUSE GO ABOUT IT TO GET ITS BUSINESS FROM YOUR CUSTOMERS?

The motto of the C. H. is "Advertise." Advertise first, last and all the time. Advertise by every known means, overlooking none. One of the Chicago houses has grown so great that it has just completed a mammoth new building of its own and through shrewd management it has secured tens of thousands of dollars worth of free advertising in the shape of write-ups in the press of the country. Even some of the local press in small towns have been buncoed into giving them a puff, which is all good advertising for them, for all is fish which comes to their net. You know the old saw. "Nothing succeeds like success" and to advertise a big success is to make the reader feel that he is missing something by not getting into the procession, so just to be in the game he sends in an order.

The first step of the C. H. is to get the name of your customer. There are various ways of doing this, and each and every one of them is spending a mint of money in getting these names. Until the thing was stopped the names were given them by the R. F. D. carriers in some localities. Later on this was stopped by a ruling from the postal authorities, but in many cases the mischief had been done for the names had been given up. You cannot stop the C. H. from getting the names, but it is possible to keep close watch and stop all the easy ways and thus make the getting of the names an expensive process. Anything which adds to the expense of the C. H. makes it easier for you to compete. A little while ago there was a movement put on foot to number all R. F. D. boxes and then number the route and to allow mail to be delivered when addressed to route and number only. Postmasters began asking for permission to make public the number of each route and the number of boxes served on it. This attracted the attention of individuals and of trade papers to the matter and a protest went up which caused the plan to get its quietus, but eternal vigilance is the price of safety. The thing will break out again and you must be on the watch if you would keep them out. If this plan had

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prevailed it would have placed an immense and complete list in the hands of the C. H. at little or no cost and would have enabled them to get their printed matter into the hands of a million or so of people at the mere cost of postage. Lotteries are denied the privilege of the mails and the C. H. is more misleading than the lottery. When a man buys a lottery ticket he knows he is taking a long chance, but when he buys goods of the C. H. he is taking a long chance, only he does not know it.

PUTTING OUT THE BAIT.

The first step in the campaign of the C. H. is to get the name of the prospective purchaser (the P. P.). The next is to cast a bait. A letter is sent quoting what seem to be very attractive prices, for the C. H. will put out sprats to catch whales any old time. They are always willing to give a dollar to get two. Advertising in your local paper and advertising in the general magazines and in the agricultural papers and magazines is also used to an immense extent. These are expensive methods for getting names, but it seems to pay the C. H. to spend the money. You can find this advertising any time you care to look for it, and many times a leader is advertised as a bait at a price which looks good to the reader From the advertisement it seems that the article offered, whatever it may be, is offered at a fraction of its value and a fraction of the price you will ask for it. It was recently admitted by the manager of a mail order house that customers gotten in this way cost over five dollars each for the first sale and sometimes for the mere name alone, regardless of whether a sale was made or not. Of course, there was additional expenditure necessary to make a sale and all this you may be sure the customer had to pay many times over before he was through with the deal if he stuck to it. Once a name is on the list the next step is to get appropriate literature into the prospective purchaser's hands. In answering the first advertisement the P. P. often asked for the catalogue issued as the advertisement was so worded as to make him do so. In any case the idea is to get the P. P. to ask for the catalogue. Then, of course, the catalogue is sent. This costs money—plenty of money, for the catalogue is a voluminous affair, costing well on toward a dollar for the printing alone, to say nothing of the binding and the distribution, which more than doubles the cost. The catalogue aims to describe pretty nearly everything which a human being can desire between the cradle and the grave—and in some cases things needed in the long home itself.

THE FOLLOW-UP SYSTEM.

This catalogue, though very comprehensive, is not enough to get business, or at least not to get business in sufficient volume to make its issue a profitable affair. Something more is necessary to stimulate the desire and the imagination of the P. P. So a follow-up system is put at work. Mark this well, for you must do the same thing, in a way at least. Letter after letter is sent to the P. P. A series of special bargins is brought to his attention. Note I say "his," but only for the sake of convenience, for the woman of the household is the bargain seeker and is the comfort and the mainstay of the C. H. Some of these special offerings are real bargains and are used as bait to induce an order of some sort at least. Others are far from being real bargains, although they are so in seeming. The whole thing lies, as I have said in making the P. P. think he is getting a bargain, and to this end all of the literature is the best obtainable. The C. H. employs for getting up this stuff the best advertising talent available. You will find all the literature the best to be had, and some of the letters are real gems of the letter-writing art or science.

A single letter does not mark the limit of effort. A bombardment is kept up until a sale is made or until it is perfectly clear that the case is hopeless. You would be astonished at the persistence displayed if you never investigated it. Just for the sake of the experience I would advise you and every merchant to get himself on the list of one or more of the big C. H. people. It is quite easily done. Simply ask for the catalogue and see that a name is used which does not appear in Dun or Bradstreet for the C. H. is chary of doing business with a dealer. They have their reasons, no doubt. Perhaps they fear that too much knowledge of the goods sold may be brought to bear. Possibly there is some other reason In any event the C. H. will not sell to local customers. A resident of Chicago cannot buy goods from either of the two largest houses there in this line. They let that be distinctly understood.

AFTER THE ORDER IS BOOKED.

Once an order is booked an amazing show of fair dealing is made. All sorts of guarantees are made. On the fact of the matter it looks to the P. P., who has now become a buyer as though he had the best of the deal in every way. The C. H. does not overlook the fact that nine customers out of ten have no means of telling whether they get what they pay for or not, nor do they overlook the fact that the tenth one will be either too lazy or too much ashamed of himself for being taken in to complain, although he may be far from satisfied with what he got for his money. "Hope springs eternal in the human breast," and the dissatisfied customer is often persuaded to try it again just to see what will happen, for there is a sporting streak in most of us. In spite of the guarantees there is a ridiculously small amount of goods returned, considering the possibility opened by the promises made.

After the name is on the list there is a constant stream of offers, inducements, bargains

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and entreaties to buy. Now, constant dropping will wear away a stone and sales are made sometimes by sheer force of persistent effort. The goods are sold by a constant and strenuous application of selling method and you may be sure that you will never find the C. H. sitting idly awaiting trade. They want the trade and are not afraid to let that want be known. In other words, they want business, and they know that the way to get it is to go out after it. And go out after it they do and pretty constantly, too.

CAN THE LOCAL MERCHANT COMPETE WITH THE CATALOGUE HOUSE AND KEEP THE TRADE AT HOME?

To this question I answer most emphatically yes. What does the C. H. say about it? They say a whole lot about the low first cost of their stock due, as they claim, to the large amounts of a given commodity handled. Let us look into this a little. Grant that there is something in this claim for the C. H. is a big buyer and there must naturally be something in it. Even at that there is no more than a manufacturer's profit in it, even when the C. H. does the manufacturing itself as they often do. Give them the whole of the manufacturer's profit in every instance and it will not come anywhere near justifying the claims made. The fact of the matter is that the C. H. gets a bigger price than you do for the greater part of what they sell. In other words you could sell the same stuff they sell at the same price asked by them, and make a bigger profit than they do. Give the C. H. the benefit of the manufacturer's profit, the jobber's profit and the retailer's profit into the bargain for good measure and still you can beat them. They have to have all these profits or they cannot do business for you must not imagine that they operate on anything like the small percentage of expense that you can. Figure it out for yourself. The jobber sells in large quantities and so can sell at a low figure, but the C. H. sells in the same small quantities that you do. A pound of this and a dozen of that, and it costs them just as much to handle a hundred dollars' worth of merchandise as it does you. That is, it costs them just as much as it does you for clerk hire. When it comes to other expenses there is no comparison. You do not suppose that they get floor space at the same rental that you do. They don't. The property on which these people do business is immensely valuable and has to pay a high rental. And it does. Why do you suppose these concerns locate in big cities where the rentals and other expenses are so high? Not because the transportation facilities are good, for there are a whole lot of places of a much smaller size where the transportation facilities are just as good, and where the expenses would be a great deal smaller—a mere fraction, in point of fact. Cut out the cartage from house to depot, for instance, as you could, if located in a small town, and you would have an appreciable saving to start with.

LARGE CITY NECESSARY FOR LOCATION.

Why then don't the C. H. locate in small towns? There are two reasons. The first one is because in a small town they would be compelled to supply the local trade, and they are not prepared to do that. The other is that they depend to a considerable extent on the jobber of the town where they are located. If this is a fact—and it is—where is the claim of better buying in the case of these goods? But this is a side issue. When you consider the immense establishment the C. H. must maintain you will begin to realize that you can compete and when you figure up the other expenses you will be sure you can. Consider the cost of the campaign which puts a customer on the books of the C. H. Five dollars is not an unusual price to pay for the name alone. The catalogue is an expensive affair, and it costs money to distribute it. You may be sure that who buys of the C. H. pays in added cost of goods for his own catalogue and helps to pay for the one sent to the man who never pays a cent's worth. Five dollars for the name, two dollars for the catalogue, and the expense of delivery, another dollar for the follow-up and you have a charge of eight dollars to meet on each customer. Now, if each one who gets on the books of the C. H. as a prospect were to become a customer, it would be expensive enough. If each one bought forty dollars' worth there would have to be a twenty per cent. profit to cover this part of the cost and another five or ten to cover the usual charges, but not all who get on the list become customers. In fact, not much more than half of them do. Then when a man does become a customer, he buys for a while and then learns better and must be won all over again, and thus the above expense is practically a constant one.

KEEPING THE CUSTOMER IN LINE.

Keeping the customer in line is a constant and heavy expense to all the C. H. people, and many of them have frankly admitted the fact. All these things make it necessary for the C. H. to get from 25 to 50 per cent. profit on the bulk of their sales—and they get it, for they make money and they could not make money without it.

All this points to the fact that you most certainly can compete with the C. H., but there is a better way of demonstrating your ability to do so than any figures of this sort. These figures will convince you that you can undersell the C. H. item for item and dollar for dollar, but the task before you is to convince the customer. First get the catalogue. Then compare the prices of goods in your own line as sold by you with the prices asked in the catalogue. Make this comparison item by item, and do not fall into the error so common on the part of your farmer customer of taking it

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for granted that all in the list represents honest values. Remember that there are baits here and there, through the whole thing. Staple articles of known quality and price are always listed in these catalogues at less than the usual price and will be furnished at that price when ordered. The secret of the thing lies in the fact that the buyer will order two items of unknown quality for which he will pay a high price and one of a known quality on which he will get some reduction from the regular figure. The C. H. is constantly urging the patron to "make up an order." This means buying a variety of things so that the necessary margin of profit can be kept up. It is very easy to do all this when a good sized miscellaneous list is made up and the poor buyer then pays the fiddler and dances to the other fellow's tune. This is absolutely true. Prove it to yourself and you will then be in a position to prove it to your customer.

CUTTING THE PRICE ON A STANDARD ARTICLE.

Look in the catalogue and pick out any article you choose which you have in your own stock. Let it be an article which is well known and which is usually sold at a stated price. It may be a cream separator, or a gasoline stove, or a shot-gun, or any old thing which is staple in your line. It really does not matter what the article may be, for you will find the same trick played in all the cases. Look it up and you will find the article mentioned quoted at a lower price than you care to sell it at. Usually at a lower price than you can sell it at, and come out whole. The C. H. is willing to sell at this cut price and does sell. How, then, do they get even? Look a little further and you will see. The article in question is listed and described briefly. There is no need for more than a brief description for the article is well known. But, directly following this particular quotation, there will be another article of the same sort and class, described at a still less price, and this one is described minutely and is lauded with all the adjectives in the catalogue writer's vocabulary. It is perfectly clear from the description that this one is far, far superior to the other, and can be had for less. It is, then, just as clear that if the other is a bargain, this must be a much greater bargain. So the poor buyer takes the much-lauded substitute at the smaller figure and pays four times the profit you would have charged on the same thing. Does the buyer really do this? To be sure he does, and he does it right along. That is the way it is done. Take any standard article in your stock —an article which is sold on the strength of its name. You know that there has been a goodly sum tacked onto the price of the article for this same name. You know that you can supply a substitute with practically the same qualities under another name or under no name at all for half the price and still make as much profit as your conscience will allow. The C. H. really sells an imitation at pretty nearly the price of the genuine. That is how the necessary 50 per cent. is made. Here is where the retail merchant falls down in many cases. He puts his selling ability into the sale of the standard article at a small profit. The C. H. does just the reverse. They devote their energies to the sale of the thing which brings the big profit. And they leave the buyer with the idea that he was pretty sharp to take advantage of such a bargain. He will spend quite a little time telling his friends that he got something a little better than the "Blank-Dash" at a much smaller price. And the best part of it is that he really believes it himself. This is merely a random illustration, taken without mentioning names of articles. You will find a hundred, yes, a thousand such when you look for them. Here you have the way in which the C. H. gets even for the real bargains it does sometimes give to the buyer, who knows what he wants and insists on getting it. And you have here a positive proof that you can compete with the C. H. and keep the trade at home. There is no real deception here. Merely salesmanship.

THE WAY TO BEAT THE GAME.

You have viewed the situation with a great deal of dissatisfaction for a long time. You have talked it over with others many a time. Perhaps it has at times alarmed you and you have wondered where the thing was going to stop. It is not going to stop at all. If you want it stopped you will have to get out and put a stop to it yourself. It is all very well to talk the thing over in your conventions, and so on. It is all very well to say that the standard goods must be kept out of the hands of these people. But all this does not hit the situation where it affects you. Do you know how much money is going out of your own town to these same concerns? I will warrant that you will be both surprised and disgusted when you find out. This money belongs at home. It belongs in your town, where every dollar of it will pay a $100 worth of debts or make a hundred dollars' worth of purchases, if it is kept in circulation. The point is how? The answer is: Educate your trade. All the talking you merchants do among yourselves is so much time wasted. It never reaches the correct place. It is not criticism but education which will do the business. Do the thing the way the C. H. does it. Get after them and keep after them. Keep up the fight. It cannot be done in a day, or a week, but must be a continuous process, for as soon as you let up a little the C. H. will be after them again. In fact they will keep after them, too, just as they are doing now. Do not try to reform the whole country at once, nor to put the C. H. out of business. Let other sections of the country fight their own battles. You will have enough to do, you and your fellow-merchants,

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to get the people of your own locality in line, Now for a definite plan.

EDUCATE YOUR PEOPLE.

The plan is strictly educational. It will do less than no good at all to call the C. H. a pirate and a menace. Nobody cares about the menace part of it. You must educate your people until they can see that there is an actual money saving in buying at home. Then you must add all the other arguments one by one. Keep at this and you can get back your trade and keep it. This cannot be done by you alone. You must have the support and assistance of every business and professional man in your community so far as you can get them together. Remember that this is not a campaign for the good of your business alone. It is to keep the money at home and all should join. In the first place you want the assistance of the local paper or papers. Just here let us ask a question. Have you in the past and are you now giving the right sort of support to the local paper? If not this is the time to commence. Get the paper into the game and give it the right sort of support, both in the way of advertising patronage and otherwise.

DO SOME GENEROUS ADVERTISING.

What you want to do now is to present to the village, town and farming population all the arguments you can muster in favor of home trade. Use, for this purpose, advertising in the local paper, advertising by circulars and personal appeal. Form a local association or club. This will make concerted action possible and will allow of a much greater spread of your activities as all can contribute toward the cost. Put a standing advertisement in the paper, bearing on this subject, and let it be issued in the name of the club. In addition to this let each one interested insert individual advertisements, but let all of them tend to the same point. Let this be helped out by editorial comment, not once in a while, but in every issue of the paper. The publisher of your local paper will fall in with your plans readily enough, for he depends for success on the general prosperity of the community just as much as you do, and it is a pretty safe bet that he realizes that fact fully as well as you do and possibly a little better. There will be no difficulty about him you may be assured. Every man who owns a foot of real estate in your town should be with you, and will be if the case is properly put. The value of his holding depends on the prosperity of the town. Let one store or factory move out of town and it lessens the value of that holding appreciably. If the business of the community is not going to stay at home, some one will move out. If enough business goes abroad, all of you will move out. Where will the values of the real estate go then?

The same is true of the professional men. A town which is no good for business is no good for them. The same is the case with the clerk and the laborer. And if prices and service are equal the farmer would rather trade at home than to go abroad, so it is simply a case of showing him that prices and service are a little better at home than abroad.

EXTEND YOUR DELIVERY SERVICE.

There is another point. It is easy for the farmer on a rural mail route to write a check and send away for what he wants. Make it just as easy for him to get the same stuff from you. Extend your delivery service. Anything which the C. H. can send by mail, you can send by mail just as well. Lay stress on that. Make it easy to buy from you and the trade will come your way. The comments of the local paper on the situation will have weight with all who read the paper. See that every one does read it. If there is a family in the district which is not a reader of one of the local papers, see to it that frequent sample copies are sent. An arrangement to this effect can easily be made. This gets your arguments into the hands of the people you want to reach. Follow this up with other matter, both that issued by the association and that issued by yourself. You will see by this time that advertising is the only way to do the thing you want done and so you must become an advertiser.

Now about the advertising. Don't have it written and prepared by the office boy or the porter. Get some one to do the job who makes a business of it. Remember that you are competing with those who understand the advertising game thoroughly, and get the best there is to be had. See what the catalogue house has done with their advertising and do not be afraid to follow suit. The other fellow offers bait and there is no reason why you should not do the same. An occasional big bargain will do the cause no harm and will bring in trade. Use all legitimate methods of getting your customers into town and into your store. And when you get them there do not waste time in reproaches or statements that there is a wrong done when goods are bought outside, but be diplomatic and simply show them that the goods are cheaper and better at home than abroad.

It is either fight or lie down. Which shall it be in your town? If the trade is worth having it is worth going after. Go after it if you want it. You are not called upon to fight the battles of the trade at large. All you are interested in is the trade which is legitimately yours. You can get it all if you will pull together with the other retailers and get all those vitally interested to help. It is up to you. Don't whine, but hustle.

There is a great premium nowadays upon ability to strike right out away from the beaten path and make good in a new way without being a freak.

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Publicity Discussed

To the Editor:

We are very much interested in Mr. Miles' address which appeared in a recent issue of your paper, on the subject of "Publicity," particularly as it shows earnestness in a desire to be fair and much care in investigation; and yet we believe Mr. Miles is in the main mistaken in his argument and conclusions. He must be, or else every advertiser is wrong; and while we know many of them are wrong, we firmly believe in advertising, and therefore that most of them are right. We think he must be aiming at some particular class of advertisers who are trying to make the trade or public think they are doing greater wonders than they are, and even they probably would demand in fairness, credit for what they actually do, even if they overdraw in telling about it.

His report is based principally on what he has been told by retailers, and as such therefore deserves the most reflective consideration, and that reflection must lead one to go deeper than the mere questions and answers, and to start with we should consider the nature of publicity which so diffuses itself throughout the living world that it is the most difficult imaginable thing to go after it and find where it has landed.

Publicity aims only to secure impressions to sow seed which will grow, and to here and there and everywhere create a little knowledge of the article to which it relates. It is rare that it makes so definite an impression as to immediately cause a man to go out and demand the item of his storekeeper; but especially if publicity is followed systematically and continuously as with most substantial advertisers, a sort of subconsciousness that this article is in existence is produced, and when he sees the article he knows it is what he is after, and little or no further labor is necessary to do business with such a candidate.

Yet you could not cross-examine that man, and perhaps get even an acknowledgment from him that he had ever seen any advertising of the article in question. If such is a fact, how can it be expected that the merchant will realize what it is that sends his trade to him, or makes it easy, or, at least, possible, for him to do business with a certain line?

Now, if as might seem from Mr. Miles' later remarks, he puts the case against publicity as strongly as he does in order to bring out in contrast the advantages of salesmanship, we do not know but he is justified, for we should rather place salesmanship above publicity, except that we prefer not to give either preeminence, but consider them both necessary parts of the higher development of a business. Publicity, however, is a system which the manufacturer must organize and administer, but salesmanship is education, and the retailers' individual share in the labor of distribution for which they are paid; but no matter how much of salesmanship is directed in the pushing of goods, no amount of it can take the place of publicity in the creation of demand therefor; and is Mr. Miles warranted on the part of the whole trade in taking offense at certain anti-substitution arguments set in motion by large manufacturers through leading periodicals? We should say, let the substitution coat fit where it will. All retailers are not substitutors; most of them are not, but some are, and they do a lot of damage.

We fear Mr. Miles does not mean all he says when he seeks to minimize the importance of advertising, because this is essentially the age of advertising, not merely of the scare headline sort, but of the indirect and general kind which is usually called "publicity."

The printing press is pretty well woven into the destinies of this country and advertising makes the printing press go.

In closing, will say that we believe the retailer has just cause for complaint of his treatment by some manufacturers, particularly in the matter of inadequate profits allowed on many articles that are forced by heavy advertising, and that his relief is to come through concentrating on this one point rather than discouraging advertising, or, in fact, showing the slightest indifference to its beneficial results to the retailer. Let the retailer assist the manufacturer to make his advertising profitable, and let him at the same time insist on reasonable profit for his important branch of the work.

CHAS H. INGERSOLL.

Wisconsin's View of the Parcels Post

In line with the voluminous correspondence that has been and is centering on the postmaster general, congressmen and United States senators from merchants all over the country, President J. Kornely, Milwaukee, Wis., of the Wisconsin Retail Hardware Association, recently sent the following letter to Postmaster General G. von L. Meyer, a copy to President Roosevelt and also copies to all congressmen and senators in Wisconsin. The letter follows:

After reading the extracts from your speeches at Boston and Milwaukee, and carefully considering every argument which you adduced in favor of the parcels post, I respectfully submit what I believe to be convincing arguments against your position.

The object that you allege to attain is the good of the farmers. As the farmer is the consumer, the proposition is a fruitless one, because you make the farmer pay directly on the goods bought and indirectly by taxes to sustain the carrier business.

If the parcels post would be regulated according to distance, so that the farmer would pay proportionately the same cost of carrying from the village to his farm that he would

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have to pay from New York to his farm in Wisconsin, there would be nothing dishonest or foolish about the transaction; but yet, it would be unbusiness-like. The queer part of the transaction is the charging of the same rates for one mile and four thousand miles, which is a violation of every business principle, and if a man were to go into the freight business on that plan, he would be stamped as a swindler or a fool. And to think that our nation—including public officials—is made up of men!

The carrying of freight is purely a commercial enterprise, differing in principle from the carrying of communications, news and intelligence among the people and between our people and foreign countries, in the form of mail. Once the territory of legitimate commerce is invaded, the liberty and independence of the citizen is trespassed upon, and the liberty and independence of the country proportionally destroyed.

Another feature would be the confusion in prices, the farmer receiving his goods at home paying more than his neighbor who purchased in town. Besides, it seems, there must be additional expense of packing to be charged against the consumer. As neighbors exchange gossip over teacups, the variable prices of their local dealer would be gone into and a resolution easily voted to give their trade to some concern a thousand miles away, to spite their local dealer.

Another problem would be the disadvantage of selecting the kind of goods and the prices of the goods desired, which could not be done unless their local dealer got out a large catalogue of everything that he carried, and furnished it to the farmer. In this way the farmers would obtain a library of confused prices and descriptions, which in time would bring them disappointment and disgust and would greatly add to the expense of the local dealer.

Here is where the big catalogue houses would reap harvests. One of those houses located in Chicago could send its goods to every part of the country at the expense of the taxpayers of the United States. Nor would that be the worst phase of the matter; they would advertise their goods in glowing terms and then send out cheap tawdry to the farmers, who might obtain substantial goods at the same cost in their local village. The fact that the so-called catalogue houses make enormous fortunes in a short time proves that they are getting outside of legitimate business. Also, it would require more than affidavits to satisfy a judicial mind that the parcels post is not being agitated principally by the catalogue houses. No matter from what point it is viewed, clearly it is class legislation, and objectionable on that ground.

GIVE ONE-CENT LETTER POSTAGE.

If the post office department desires to give relief to the entire people, it should reduce the rate of postage on sealed matter to one cent per ounce. There is no more trouble in handling a sealed letter than an unsealed one, and it weighs less on the average. Therefore, let us have a one-cent rate.

If trade is left in its natural channels, unhampered in localities by law, and not subsidized in other places by misappropriated taxes upon the people, the small trader will have an equal chance with catalogue houses to make an honest living; otherwise, the money will be drained from the small localities to the catalogue house and the locality as such become impoverished and our peasantry degenerate. Any one who has studied the question of absentee lanlordism will readily see the national calamity to which the proposition leads. The destruction of the small trader and the country village is worse, perhaps, than race suicide. After his picture of Sweet Auburn, in "The Deserted Village," Goldsmith puts the argument in its strongest form:

> "Ill fares the land, to hastening ill a prey,
> Where wealth accumulates, and men decay;
> Princes and lords may flourish, or may fade;
> A breath can make them, as a breath has made;
> But a bold peasantry, their country's pride,
> When once destroyed can never be supplied."

Do Not Find Demand for a Parcels Post

We would not like to see a parcels post put into effect, as we think it would bring more hardships upon the retail merchants than they now realize. Few retail merchants of to-day but feel the effects of the mail order houses, and with a parcels post at their command the merchant would have a hard time to do business against such competition, and one by one the small stores throughout the country would be compelled to close their doors. Postmaster General Meyer is doing all in his power to aid the catalogue houses, and it looks very much to us as though the government should apply the air to his brakes long enough to take an inventory of the damage such a measure would bring to the retail merchant and others who have done so much to make the small towns and cities prosperous. We need a law that will build up our towns and not a law that will destroy them. We cannot find that there is a demand for a parcels post by the merchant, the farmer, or the laboring classes in this locality. So, why is Postmaster General Meyer so anxious to give us something we are not clamoring for, unless there is a power back of him that will get the benefit of a measure that would bring hardship to so many? We hope this will explain our position, and if there is anything more that we can do to help defeat a measure of this kind, we will be only too glad to do so.

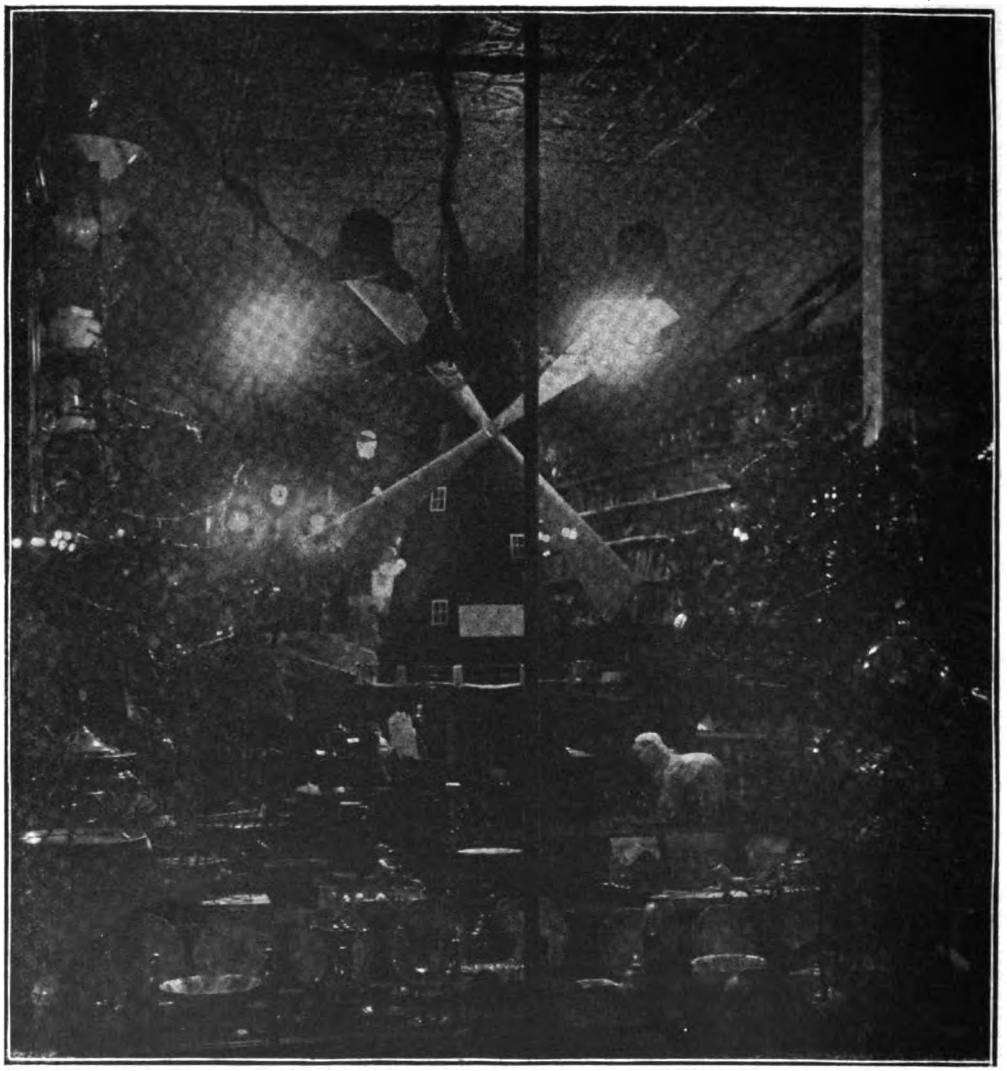
BROWN & BAHR.

You have no idea of the number of extra sales you can make until you try systematically calling people's attention to things they did not come to buy.

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Holiday Window Display

Towne Hardware Co., Saratoga Springs, N. Y., changed their window displays several times during the last holiday season, and we take pleasure in presenting two of them herewith. The decorations of the red mill window are nearly all in green and red. The mill is operated by a small electric motor. The sign on the mill reads "Santa Claus & Co., Toy Factory." Bells were suspended from the ceiling, toys, fancy china, silverware, etc., were placed in the foreground on the steps. The store interior shows through in the photo, and thus much of the detail of window display is lost.



A "RED MILL" XMAS WINDOW DISPLAY BY TOWNE HARDWARE CO.

The other window is decorated in red and white. The fireplace is a wooden framework, covered with brick paper. The Santa Claus in the center has a movable head and eyes operated by clock work. The back and side of the window is lined with asbestos paper to give the effect of plaster. On the mantle are steins and fancy plates, while on the chimney a drum and two guns are hung. On the left and right of fireplace, pocket cutlery, razors, shears, carvers, etc., are shown. On the right side a false window was placed, showing snow outdoors. A tool chest is also shown at the right. The foreground is given over to a display of skates, silverware, sad irons and other suitable holiday gifts. On the sidewalk in front of both windows, hand sleds were placed.

Stanley Works in Ohio

A report from Girard, O., is to the effect that the plant of the Girard Foundry & Ma-

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chine Co. has been bought by the Stanley Works, of New Britain, Conn. The plant will be remodeled and equipped with new machinery and will employ 100 men at the start.

Asked as to the above, Mr. George P. Hart, vice-president of the Stanley Works, referred to the contemplated move as follows: "We are going to try the experiment of operating what will be at first a small plant at Girard, for making some heavy, staple products in our line, where we will be a little nearer to some of the western markets, and can perhaps give our customers a little more prompt and efficient service. There should be some freight advantages in this location. What this amounts to, time and experience will have to determine. We can hardly say very much about it as yet, as we shall start the branch in a very small way and we do not know how much it will ultimately amount to."



A XMAS WINDOW DISPLAY BY TOWNE HARDWARE CO., SARATOGA SPRINGS, N. Y.

When in doubt, shut your mouth, open your eyes, and think like—well, think.

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Dates of Retail Hardware Conventions

Arkansas—June.

California—March.

Carolinas—July 14 at Wrightsville Beach, N. C.

Connecticut—February 10 and 11, at Meriden.

Georgia—May 19, 20 and 21, at Indian Springs. Exhibit.

Idaho—January 3 and 4, at Nampa.

Illinois—February 26, 27 and 28, at Peoria. Exhibit.

Inland Empire—January 15, 16 and 17, at Spokane, Wash.

Iowa—February 18, 19 and 20 at Cedar Rapids. Exhibit.

Kentucky—February 11-13, at Louisville.

Michigan—August 12, 13 and 14, at Detroit.

Minnesota—February 25, 26, 27 and 28, at Minneapolis. Exhibit.

Mississippi—May 11, at Greenwood.

Nebraska—February 11, 12, 13 and 14, at Lincoln. Exhibit.

New York State—February 18, 19, 20, 21 and 22, Buffalo. Exhibit.

North Dakota—January 28, 29 and 30, Fargo.

Ohio—February 25, 26 and 27, Columbus. Exhibit.

Oklahoma—July 14, Oklahoma City. Exhibit.

Pacific Coast Federation—January 23, 24 and 25, at Portland, Ore.

Pennsylvania—February 24, 25 and 26, Altoona.

Rhode Island—June.

South Dakota—February 4, 5, 6 and 7, Aberdeen. Exhibit.

Texas—January 21, 22 and 23, at Dallas.

West Virginia—February 18, 19 and 20, Elkins.

Wisconsin—February 5, 6 and 7, Milwaukee. Exhibit.

Ontario, Canada—February 10, 11 and 12, Toronto.

Iowa Retail Hardware Association

Secretary A. R. Sale, Mason City, Iowa, of the Iowa Retail Hardware Association, announces that the special features of the tenth annual convention are the change in location from Des Moines, where the meetings have usually been held, to Cedar Rapids. The exhibit features made this change necessary on account of Cedar Rapids possessing a fine auditorium for this purpose. The exhibits will be open in the morning and evening, the afternoons being devoted to the business sessions of the Association, February 18-20.

The annual meeting of the Iowa Hardware Mutual Insurance Association will be held the second day of the convention, February 19. An unusually large attendance is expected at the convention. Since the date of organization of the Insurance Association policy holders have received in cash rebates $24,899.64. The insurance in force is now over $2,000,000, a gain of over $500,000 during the year.

Kentucky Retail Hardware Convention

The annual convention of the Kentucky Retail Hardware and Stove Dealers' Association will be held at the Galt House, Louisville, Ky., Feb. 11, 12 and 13. Spaces for exhibits can be obtained from the management of the hotel. From plans already made and those under way it is expected the forthcoming meeting will be successful in every way. John R. Sower, Frankfort, Ky., is secretary.

New York State Convention

John Holley Bradish, Batavia, N. Y., manager of the Hardware exhibition to be held in conjunction with the New York State Retail Hardware convention at Buffalo on February 18 to 22, states that nearly all of the space available has been contracted for. It promises to be the best exhibition ever given in the State. The officers of the association have every reason to believe that the forthcoming convention will be well attended and fruitful in good results. John B. Foley, Syracuse, is secretary.

North Dakota Convention

The annual meeting of the North Dakota Retail Hardware Association will be held in the Commercial Club rooms, Fargo, N. Dak., Jan. 28, 29 and 30. Headquarters will be at Hotel Metropole. While the association will not rent a building or sell space for exhibits, those desiring to make exhibits can reserve space by writing E. E. Cole, Fargo, N. Dak., manager of the Hotel Metropole. Secretary C. N. Barnes, Grand Forks, N. Dak., advises that they now have 357 members, a gain of fifty during the past year. As near as can be estimated there are only 450 Hardware merchants in the entire state.

South Dakota Retail Hardware Association

The annual meeting of the South Dakota Retail Hardware Association will be held 4th, 5th, 6th and 7th of next month at Aberdeen. Secretary H. E. Johnson, Redfield, states the convention will be largely attended and doubtless the present membership of 150 doubled. A manufacturers and jobbers' exhibit will be held in connection with the meetings.

O. J. Darling, secretary of the Detroit Retail Hardware Dealers' Association, reports that the past year has been the most successful of any in the history of the organization. Nineteen hundred and eight starts in with every indication of another good year. The annual meeting and election of officers is held the 1st inst. The organization now has a membership of ninety-four.

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DIRECTORY OF HARDWARE ASSOCIATIONS

Annual Reports of Hardware Associations, National, State and Local—Lists of Officers—Date of Annual Meetings—Hardware Exhibits at Conventions—Membership, Etc.

American Hardware Manufacturers' Association

PRESIDENT—Charles W. Asbury, Philadelphia, Pa.

VICE-PRESIDENTS—William M. Pratt, Greenfield, Mass.; Robert Garland, Pittsburg, Pa.; Edward Ingalls, Newark, N. J.

SECRETARY-TREASURER—F. D. Mitchell, New York.

EXECUTIVE COMMITTEE—C. A. Earl, chairman; W. H. Bennett, Chicago, Ill.; G. H. Jantz, New York City; W. T. Johnson, Pittsburg, Pa.; C. M. King, Pittsburg, Pa.; Fred. S. Merrick, New Brighton, Pa.; F. E. Muzzy, Chicopee Falls, Mass.; T. H. Taylor, New York City.

ADVISORY BOARD (onsisting of ex-presidents)—Julius C. Birge, St. Louis, Mo.; F. S. Kretsinger, Cleveland, O.

Organized 1901. Annual meeting November 20, at Memphis, Tenn. Present membership is 240, a gain of 16.

National Hardware Association United States

PRESIDENT—W. S. Wright, Omaha, Nebr.

FIRST VICE-PRESIDENT—John C. Koch, Milwaukee, Wis.

SECOND VICE-PRESIDENT—Brace Hayden, San Francisco.

SECRETARY-TREASURER—T. James Fernley, Philadelphia.

EXECUTIVE COMMITTEE—R. M. Dudley, Nashville, Tenn.; A. J. Bihler, Pittsburg, Pa.; P. E. Strauss, Boston, Mass.; J. D. Moore, Birmingham, Ala.; Chas. H. Turner, Albany, N. Y.; W. D. Taylor, Cleveland, O.

Organized 1894. Annual meeting November 18, at Memphis, Tenn. Present membership is 190.

New England Iron and Hardware Association

PRESIDENT—R. M. Boutwell, Boston.

VICE-PRESIDENT—E. A. Loomis, Providence, R. I.

CLERK—Geo. J. Mulhall, Boston, Mass.

TREASURER—Chas. H. Breck, Boston, Mass.

EXECUTIVE COMMITTEE—R. M. Boutwell, Allan J. Chase, A. C. Harvey, E. E. Farnham, W. A. Hopkins, A. B. Marble, Chas. W. Sabin, Oscar A. Shepard, E. L. Richards, Boston; E. A. Loomis, Providence, R. I.; and C. F. Bragg, Bangor, Me.

Organized 1893; incorporated 1894. Annual meeting June 16. Present membership 90. Annual banquet in January.

Western New England Iron, Steel and Hardware Association

PRESIDENT—E. H. Havens, Bridgeport, Conn.

VICE-PRESIDENT—W. H. Guest, New London, Conn.

SECRETARY-TREASURER—H. H. Ensworth, Hartford, Conn.

Annual meeting February 14 at Hartford, Conn. Present membership is 12.

New York State Association of Hardware Jobbers

PRESIDENT—Edgar C. Neal, Buffalo.

VICE-PRESIDENT—Robert H. Treman, Ithaca.

SECRETARY-TREASURER—Joseph Born, Syracuse.

DIRECTORS—Irving D. Booth, Elmira; James H. Boucher, Rochester.

Organized 1888. Annual meeting in November. Present membership is 14.

Eastern New York and Vermont Hardware and Iron Association

PRESIDENT—Jas. L. Dunn, Troy, N. Y.

VICE-PRESIDENT—Richard Ryan, Rutland, Vt.

SECRETARY—Chas. H. Turner, Albany, N. Y.

TREASURER—John E. Larrabee, Amsterdam, N. Y.

DIRECTORS—Chas. Croissant, Albany, N. Y.; J. T. Johnson, Rondout, N. Y.; J. F. Whalen, Burlington, Vt.

Organized 1898. Annual meeting February 15, at Albany. Present membership is 15,

Pacific Coast Hardware and Metal Association

PRESIDENT—Andrew Carrigan (Dunham, Carrigan & Hayden Co.), San Francisco.

VICE-PRESIDENTS—T. D. Honeyman (Honeyman Hardware Co., Portland, Ore.); A. S. Burwell (Seattle Hardware Co., Seattle, Wash.); L. C. Scheller (Union Hardware & Metal Co., Los Angeles); C. F. Prentiss (Thomson-Diggs Co., Sacramento, Cal).

SECRETARY—Eugene Goodwin, Monadnock Building, San Francisco.

TREASURER—R. W. Kinney (R. W. Kinney Co.).

EXECUTIVE COMMITTEE—F. A. Brand, San Francisco; J. C. Brittain, San Francisco; H. R. Boynton, Los Angeles; Jay Smith, Portland, Ore.; E. F. Messinger, Tacoma, Wash.; Geo. Boole, Seattle, Wash.

Organized 1895. Annual meeting in June. Present membership is 42, a gain of 13.

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Pennsylvania Wholesale Hardware and Supply Association

PRESIDENT—A. B. Stein, Reading.

FIRST VICE-PRESIDENT—Geo. Small, York.

SECOND VICE-PRESIDENT—J. N. Kline, Williamsport.

TREASURER—Geo. D. Krause, Lebanon.

EXECUTIVE COMMITTEE—H. L. Raub, chairman, Lancaster; H. M. Melchoir, Reading; Geo. W. Lewis, Wilkes-Barre; J. M. Kemmerer, Scranton; C. H. Miller, Huntingdon.

Organized 1901. Annual meeting March 13, at Hotel Astor, New York.

Southern Hardware Jobbers' Association

PRESIDENT—John Donnan, Richmond, Va.

FIRST VICE-PRESIDENT—W. L. Sanford, Sherman, Tex.

SECOND VICE-PRESIDENT—H. R. Miller, Memphis, Tenn.

SECRETARY-TREASURER—C. E. Kersey, P. O. Box 654, Richmond, Va.

EXECUTIVE COMMITTEE—O. B. Barker, Lynchburg, Va.; Chas. H. Ireland, Greensboro, N. C.; Bruce Keener, Knoxville, Tenn.; W. A. Parker, Atlanta, Ga.

Organized 1891. Present membership is 83.

Texas Hardware Jobbers' Association

PRESIDENT—Chas. E. Nash, Ft. Worth.

FIRST VICE-PRESIDENT—E. A. Peden, Houston.

SECOND VICE-PRESIDENT—Jno. L. Keith, Beaumont.

SECRETARY-TREASURER—R. F. Bell, Fort Worth.

EXECUTIVE COMMITTEE—F. A. Heitmann, Houston; G. A. Trumbull; W. L. Sanford, Sherman; Ed. S. Hughes, Abilene.

Organized 1896.

STATE RETAIL HARDWARE ASSOCIATIONS.

National Retail Hardware Association

PRESIDENT—S. R. Miles, Mason City, Ia.

FIRST VICE-PRESIDENT—A. T. Stebbins, Rochester, Minn.

SECOND VICE-PRESIDENT—Chas. H. Williams, Streator, Ill.

SECRETARY—M. L. Corey, Argos, Ind.

TREASURER—H. L. McNamara, Janesville, Wis.

EXECUTIVE COMMITTEE—S. R. Miles, Mason City, Ia.; A. T. Stebbins, Rochester, Minn.; Chas. H. Williams, Streator, Ill.; H. L. McNamara, Janesville, Wis.; Frank A. Bare, Mansfield, O.; F. Alex. Chandler, Boston, Mass.; G. W. Woodruff, Winder, Ga.; Nathan Roberts, Omaha, Neb.; S. E. Jones, Richmond, Ind.

Organized 1900. Membership composed of delegates from State Retail Hardware Associations.

Alabama Retail Hardware Association

PRESIDENT—B. F. Luttrell, Florala.

FIRST VICE-PRESIDENT—J. W. Beasley, Birmingham.

SECOND VICE-PRESIDENT—Rane McMillen, Demopolis.

SECRETARY-TREASURER—L. G. Smith, Ensley.

EXECUTIVE COMMITTEE—B. F. Luttrell, J. W. Beasley, Rane McMillen; J. U. Cuneton Dothan; W. M. Ross, Albertville.

Organized 1907. Annual meeting at Montgomery.

Arkansas Retail Hardware Association

PRESIDENT—Jno. A. Plummer, Marianna.

FIRST VICE-PRESIDENT—R. F. Roys, Russellville.

SECOND VICE-PRESIDENT—J. P. Simpson, Malvern.

SECRETARY-TREASURER—C. E. Taylor, Little Rock.

EXECUTIVE COMMITTEE—Jno. M. Pittman, Prescott; Frank B. Gregg, Little Rock; N. T. Richmond, Ft. Smith; E. E. Mitchell, Morrilton; Hamp Williams, Hot Springs; J. H. Morgan, Camden; J. S. Edmiston, Cane Hill.

Organized 1900. Annual meeting June, at Little Rock.

California State Retail Hardware Association

PRESIDENT—F. T. Duhring, Sonoma.

FIRST VICE-PRESIDENT—W. C. Barth, Corona.

SECOND VICE-PRESIDENT—M. M. Brown, San Francisco.

SECRETARY—F. B. Dickinson, San Francisco.

TREASURER—G. M. Hickman, San Francisco.

Organized 1902. Annual meeting in March.

Retail Hardware Association of the Carolinas

PRESIDENT—W. N. Everett, Rockingham, N. C.

FIRST VICE-PRESIDENT—E. Walker Duvall, Cherow, S. C.

SECOND VICE-PRESIDENT—R. H. McDuffie, Fayetteville, N. C.

SECRETARY-TREASURER—Paul W. McLure, Greenwood, S. C.

EXECUTIVE COMMITTEE—The officers and W. H. Jones, Abbeville, S. C.; Fred S. Smyre, Newton, N. C.

Organized 1905. Annual meeting July 14, at Wrightsville Beach, N. C. Present membership is 250, a gain of 175.

Colorado Retail Hardware Association

PRESIDENT—T. M. Harding, Canon City.

VICE-PRESIDENT—Edwin Starkey, Greeley.

SECRETARY-TREASURER—Adolph Unfug, Walsenburg.

DIRECTORS—W. H. Clatworthy, Fort Morgan; G. J. Coddington, Wellington.

Organized 1903. Annual meeting in February.

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Connecticut Hardware Association

PRESIDENT—I. C. Treat, Hartford.
FIRST VICE-PRESIDENT—Eli C. Birdsey, Meriden.
SECOND VICE-PRESIDENT—Frank T. Terry, Ansonia.
FINANCIAL SECRETARY—F. A. Farrar, South Manchester.
RECORDING SECRETARY—J. D. Phelps.
TREASURER—Lewis B. Crosby, New London.
EXECUTIVE COMMITTEE—Geo. J. Bassett, New Haven; I. C. Treat, Hartford; Eli C. Birdsey, Meriden; A. H. Abbe, New Britain; J. D. Phelps, Windsor Locks.
Organized 1903. Annual meeting February 10 and 11, at Meriden. Present membership is three-fourths of Hardware dealers of State.

The Retail Hardware Association of Georgia

PRESIDENT—C. M. Tillman, McRae, Ga.
FIRST VICE-PRESIDENT—C. B. Thomas, Griffin, Ga.
SECOND VICE-PRESIDENT—J. R. Hall, Moultrie, Ga.
SECRETARY AND TREASURER—Gary Vinson, Waynesboro, Ga.
EXECUTIVE COMMITTEE—C. M. Tillman, C. B. Thomas, J. R. Hall, H. C. Briggs, Gary Vinson.
Organized 1906. Annual meeting Indian Springs, May 19, 20 and 21. An exhibit hall will be provided.

Idaho Hardware and Implement Dealers' Association

PRESIDENT—A. P. Moss, Fayette.
VICE-PRESIDENT—V. C. Kerr, Boise.
SECRETARY—J. F. Cook, Boise.
TREASURER—E. A. Fraser, Ontario.
Annual meeting January 3 and 4, at Nampa.

Illinois Retail Hardware Association

PRESIDENT—T. J. Mathews, Mt. Vernon.
VICE-PRESIDENT—E. L. Sommers, Chicago.
SECRETARY—Leon D. Nish, Elgin.
TREASURER—H. E. Gnadt, Chicago.
EXECUTIVE COMMITTEE—The officers and W. T. Gormley, Chicago; L. D. Ray, Rockford; D. M. Norris, Kankakee; E. N. Howell, Dixon; David Refior, Ottawa; J. H. Vawter, Salem.
Organized 1899. Annual meeting February 26, 27, 28, at Peoria. Present membership is 1,250, a gain of 200. Hardware exhibition.

Indiana Retail Hardware Association

PRESIDENT—C. B. Frame, North Manchester.
FIRST VICE-PRESIDENT—W. B. Creed, New Albany.
SECOND VICE-PRESIDENT—Fred Bartholomew, Michigan City.
SECRETARY—M. L. Corey, Argos.
TREASURER—Chas. E. Hall, Indianapolis.
EXECUTIVE COMMITTEE—M. W. Coates, Kokomo; S. L. Ocker, Roann; C. B. Frame, North Manchester; M. L. Corey, Argos; Chas. E. Hall, Indianapolis.
Organized 1900. Annual meeting February 18, 19 and 20, at Indianapolis.

Inland Empire Implement and Hardware Dealers' Association

PRESIDENT—R. L. Spiker, Lewiston, Idaho.
FIRST VICE-PRESIDENT—A. Urbahn, Spokane, Wash.
SECOND VICE-PRESIDENT—A. B. Salmon, Wilbur, Wash.
SECRETARY-TREASURER—E. W. Evenson, Spokane, Wash.
EXECUTIVE COMMITTEE—A. Z. Wells, Wenatchee; E. L. Scott, Oakesdale; A. Urbahn, Spokane; E. E. Plough, Wilbur, Wash.; C. L. Butterfield, Moscow, Idaho.
Organized 1905. Annual meeting January 15, 16 and 17, at Spokane, Wash. Present membership is 300, a gain of 25 per cent.

Iowa Retail Hardware Association

PRESIDENT—P. C. DeVol, Council Bluffs.
VICE-PRESIDENT—J. F. Doty, West Liberty.
SECRETARY-TREASURER—A. R. Sale, Mason City.
DIRECTORS—P. C. DeVol, Council Bluffs; L. C. Abbott, Marshalltown; F. R. Currie, Mason City; E. C. Barbour, Ft. Madison; J. F. Doty; Thos. Larson, Eldora; F. P. Marvin, Grinnell; C. T. Gadd, Des Moines; C. H. Thomas, Kent; H. S. Vincent, Ft. Dodge; C. E. Haas, Le Mars.
Organized 1897. Annual meeting February 18, 19, 20 and 21, at Cedar Rapids. Present membership is 710, a gain of 145. Exhibition.

Kentucky Retail Hardware and Stove Dealers' Association

PRESIDENT—John W. Read, Hodginsville.
FIRST VICE-PRESIDENT—J. E. Grubbs, Winchester.
SECOND VICE-PRESIDENT—George Cubbage, Leitchfield.
SECRETARY—John R. Sower, Frankfort.
TREASURER—A. Steitler, Jr., Owensboro.
EXECUTIVE COMMITTEE—The officers.
Annual meeting, Feb. 11-13, at Louisville.

Michigan Retail Hardware Dealers' Association

PRESIDENT—C. M. Alden, Grand Rapids.
VICE-PRESIDENT—Porter A. Wright, Holly.
SECRETARY—Arthur J. Scott, Marine City.
TREASURER—Wm. Moore, Detroit.
EXECUTIVE COMMITTEE—J. H. Whitney, Merrill; J. G. Patterson, Detroit; F. M. Brockett, Battle Creek; E. S. Roe, Buchanan; Henry C. Weber, Detroit; E. B. Standart, Holland; Fred Ireland, Belding; J. M. Williams, North Adams; O. H. Gale, Albion; Geo. J. Frank, Bay City.

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Organized 1895. Annual meeting August 12, 13, 14, at Detroit. Present membership is 700, a gain of 61.

Minnesota Retail Hardware Association

PRESIDENT—Julius Schmidt, Wabasha.
FIRST VICE-PRESIDENT—A. Marckel, Perham.
SECRETARY—M. S. Mathews, Minneapolis.
TREASURER—H. H. Heydon, Chatfield.
EXECUTIVE COMMITTEE—A. G. Ostrum, Evansville; J. H. Smith, Minneapolis; E. H. Heins, Renville; C. H. Casey, Jordan; A. T. Stebbins, Rochester; Elmore Houghtaling, Fairmont; W. H. Tomlinson, Le Sueur; Chas. F. Ladner, St. Cloud.

Organized 1907. Annual meeting Feb. 25 to 28, at St. Paul. Present membership is 795, a gain of 42.

Hardware exhibition, with 16,000 feet floor space.

Mississippi Retail Hardware Association

PRESIDENT—P. E. Pegues, Winona.
FIRST VICE-PRESIDENT—D. H. Hale, Aberdeen.
SECOND VICE-PRESIDENT—Mallory Davis, Itta Bina.
SECRETARY-TREASURER—John E. Sommers, Clarksdale.
EXECUTIVE COMMITTEE—Gus. Bain, Ackerman; G. A. Wettlin, Woodville.

Organized 1907. Annual meeting May 11, at Greenwood, Miss. Present membership is 27.

Missouri Retail Hardware Association

PRESIDENT—W. H. Hahn, St. Louis.
VICE-PRESIDENT—M. A. Wengert, Kansas City.
SECRETARY-TREASURER—Fred D. Kansteiner, St. Louis.
EXECUTIVE COMMITTEE—W. T. Shoop, Richmond; O. W. Johnston, Marshall; F. A. Kansteiner, St. Louis.

Organized 1898.

Nebraska Retail Hardware Association

PRESIDENT—Frank Hacker, Friend.
FIRST VICE-PRESIDENT—Alex. F. Meyer, Hastings.
SECOND VICE-PRESIDENT—Wm. Wisda, Lexington.
THIRD VICE-PRESIDENT—Fred Ebinger, Plainview.
SECRETARY—J. Frank Barr, Lincoln.
TREASURER—H. J. Hall, Lincoln.
EXECUTIVE COMMITTEE—Dan Kavanaugh, Fairbury; E. S. Hayhurst, Loup City; J. W. Armstrong, Auburn.

Organized 1902. Annual meeting February 11-14, at Lincoln. Present membership is 400, a gain of 75. An extensive exhibit of Hardware and kindred products will be conducted during the convention.

New England Hardware Dealers' Association

PRESIDENT—F. Alexander Chandler, Boston.
FIRST VICE-PRESIDENT—S. H. Thompson, Lowell.
SECOND VICE-PRESIDENT—Frank E. Peirson, Pittsfield.
SECRETARY—Charles S. Underhill, Somerville.
TREASURER—Henry M. Saunders, Boston.
EXECUTIVE COMMITTEE—The officers and D. Fletcher Barber, Boston; Bion C. Pierce, Taunton; Calvin M. Nichols, Boston; Ernest S. Davis, Boston; S. E. Pope, Jeffersonville, Vt.; Jas. D. Phelps, Windsor Locks, Conn.

Organized 1893. Annual meeting March 11 and 12, at Boston.

New Hampshire Retail Hardware Association

PRESIDENT—Vacant on account of death of John H. Barr.
VICE-PRESIDENT—J. Herbert Seavey, Dover, N. H.
SECRETARY-TREASURER—W. H. Underwood, Manchester, N. H.
EXECUTIVE COMMITTEE—C. H. Adams, Manchester; J. Herbert Seavey, Dover; W. D. Thompson, Concord; G. E. McClintock, Manchester; W. H. Underwood, Manchester.

Organized 1902. Present membership is 10.

New York State Retail Hardware Association

PRESIDENT—L. G. Mattison, Newark.
FIRST VICE-PRESIDENT—John Holley Bradish, Batavia.
SECOND VICE-PRESIDENT—John G. Ferres, Johnstown.
SECRETARY—John B. Foley, Syracuse.
TREASURER—F. E. Pelton, Herkimer.
BOARD OF DIRECTORS—John E. Larrabee, Amsterdam; Geo. L. Starks, Saranac Lake; Thos. F. Hobbes, Utica; Charles P. Sherwood, White Plains; Chas. E. Wethey, Port Byron; W. D. Ganey, Auburn; Louis J. Ernst, Rochester; Geo. W. Rockwell, Horseheads; W. J. Hoyt, Wellsville.

Organized 1902. Annual meeting at Buffalo, Feb. 18-22. Present membership 350, a gain of 25. Will have a large Hardware exhibit.

North Dakota Retail Hardware Association

PRESIDENT—H. F. Emery, Fargo.
FIRST VICE-PRESIDENT—H. B. Allen, Jamestown.
SECOND VICE-PRESIDENT—J. A. Roell, Minot.
THIRD VICE-PRESIDENT—Nick Halverson, Northwood.
SECRETARY—C. N. Barnes, Grand Forks.

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TREASURER—H. T. Helgesen, Milton.

EXECUTIVE COMMITTEE—W. R. McIntosh, Bottineau; E. E. Elliott, Sanborn; S. D. Bostwick, Bathgate; H. F. Emery, Fargo; C. N. Barnes, Grand Forks.

Organized 1897. Annual meeting on January 28-30, at Fargo. Present membership 357, a gain of about 50. There will be no official Hardware exhibits, but space in Hotel Metropole can be reserved from hotel people.

Ohio Hardware Association

PRESIDENT—C. S. Johnson, Barberton.

FIRST VICE-PRESIDENT—Frank W. Ingalls, Bryan.

FINANCIAL SECRETARY—A. L. Shearer, Dayton.

SECRETARY—Frank A. Bare, Mansfield.

TREASURER—C. C. Fouts, Middletown.

EXECUTIVE COMMITTEE—T. C. Weir, Steubenville; J. R. Dickson, Columbus; W. W. Osborn, Bellefontaine; Adam Bretch, Dayton; George Marquardt, Toledo; I. L. Loomis, Cuyahoga Falls; D. O. Thompson, Cambridge; James McVicker, Jackson.

Organized 1894. Annual meeting, February 25-27, at Columbus. Will have a Hardware exhibit in connection with the convention.

Oklahoma Retail Hardware and Implement Dealers' Association

PRESIDENT—Wm. Murdoch, Ralston, Okla.

VICE-PRESIDENT—Ben F. Ridge, Duncan, I. T.

SECRETARY-TREASURER—D. C. Patterson, Oklahoma City.

BOARD OF DIRECTORS—M. C. Hale, Tulsa, I. T.; Frederick Pfaff, Anadarko, Okla.; W. J. Pettee, Oklahoma City; O. A. Smith, Watonga, Okla.; Mont Franz, Enid, Okla.; W. W. Storm, Oklahoma City; H. S. Ferbrache, Stigler; J. B. Alexander, Pauls Valley.

Organized 1904. Annual meeting, July 14, at Oklahoma City. Present membership 225, a gain of 25. Will have Hardware exhibit.

Pacific Coast Federation

PRESIDENT—John Smith, Walla Walla, Wash.

FIRST VICE-PRESIDENT—R. L. Spiker, Lewiston, Idaho.

SECOND VICE-PRESIDENT—S. W. Dee, Boise, Idaho.

SECRETARY-TREASURER—E. W. Evenson, Spokane, Wash.

DIRECTORS—E. B. Judd, Great Falls, Mont.; G. F. Carpenter, Helena, Mont.; S. W. Dee, Boise, Idaho; C. S. Graybill, Nampa, Idaho; H. E. Humphrey, Whittier, Cal.; Oscar Schulze, Dixon, Cal.; W. J. Clarke, Pendleton, Ore.; E. L. Scott, Oakesdale, Wash.; E. E. Lucas, Davenport, Wash.; F. A. Ernst, Seattle, Wash.

Organized 1907. Annual meeting, January 23-25, at Portland, Ore.

Pennsylvania Retail Hardware Dealers' Association

PRESIDENT—A. H. Kaufman, Lock Haven.

VICE-PRESIDENT—John F. Howe, Freedom.

SECRETARY-TREASURER—J. E. Digby, McKees Rocks.

EXECUTIVE COMMITTEE—William Mendenhall, Montoursville; Geo. V. Thompson, Mt. Jewett; George L. Moore, Brownsville; A. H. Kaufman, Lock Haven, and J. E. Digby.

Organized 1901. Annual meeting, February 24-26, 1908, at Altoona, Pa. Present membership is about 375, a gain of 40.

Rhode Island Retail Hardware Association

PRESIDENT—Geo. P. Peterson.

VICE-PRESIDENT—W. B. Thompson.

SECRETARY—F. T. Kelley.

TREASURER—C. S. Angell.

EXECUTIVE COMMITTEE—The Officers.

Annual meeting in June. Present membership is 22.

South Dakota Retail Hardware Association

PRESIDENT—E. D. Hawkins, Vermillion.

FIRST VICE-PRESIDENT—Otto E. Mueller, Aberdeen.

SECOND VICE-PRESIDENT—F. I. Pixley, Montrose.

SECRETARY—H. E. Johnson, Redfield.

TREASURER—B. G. Watson, Chamberlain.

EXECUTIVE COMMITTEE—E. I. Gergery, Alexandria; J. P. Rope, Parkston; C. W. Feech, Elk Point; F. J. Birkenbine, Scotland; F. Rummel, Sioux Falls; F. O. Steensland, Beersford; W. C. Webster, Mitchell; B. G. Watson, Chamberlain; E. D. Hawkins, Vermillion, and H. E. Johnson, Redfield.

Organized 1906. Annual meeting, February 4-7, at Aberdeen. Present membership is 150, a gain of 38. Will have Hardware exhibit.

Tennessee Retail Hardware Assocation

PRESIDENT—L. Lee Love, Nashville.

FIRST VICE-PRESIDENT—M. H. Walker, Covington.

SECOND VICE-PRESIDENT—J. R. Fischesser, Spring City.

SECRETARY-TREASURER—M. Richardson, Lawrenceburg.

EXECUTIVE COMMITTEE—L. L. Love, M. H. Walker, J. R. Fischesser; E. L. Collins, Winchester; W. A. Hutton, Gallatin.

Organized 1907.

Texas Retail Hardware and Implement Dealers' Association

PRESIDENT—W. A. Spangler, Bonham, Tex.

VICE-PRESIDENT—W. M. Gunnell, Marlin, Tex.

SECRETARY-TREASURER—J. W. McManus, Dallas, Tex.

EXECUTIVE COMMITTEE—Officers.

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Organized 1898. Annual meeting, January 21-23, at Dallas. Present membership is about 500, a gain of about 100.

Wisconsin Retail Hardware Association

PRESIDENT—J. Kornely, Milwaukee.
VICE-PRESIDENT—Jas. Murphy, Racine.
SECRETARY-TREASURER—C. A. Peck, Berlin.
EXECUTIVE COMMITTEE—E. H. Raunn, New London; O. A. La Budde, Oeonto; A. H. Kleeberg, Nekoosa; O. B. James, Richland Center.
Organized 1896. Annual meeting, February 5-7, at Milwaukee. Present membership is 647. Will have an exhibition in connection with convention.

West Virginia Retail Hardware Association

PRESIDENT—C. D. Kyle, Wellsburg.
FIRST VICE-PRESIDENT—T. B. Frye, Keyser.
SECOND VICE-PRESIDENT—E. J. Kane, Weston.
SECRETARY-TREASURER — Leslie Hawker, Shinnston.
EXECUTIVE COMMITTEE—F. R. Clelland, W. A. Vance, E. C. Linger, President and Secretary. Annual meeting, at Elkins, February 18-20.
Organized 1906.

LOCAL RETAIL HARDWARE ASSOCIATIONS.

Columbus, Ohio, Retail Hardware Club

BOARD OF DIRECTORS—Frank Amos, E. S. Harris, Albert Zettler, D. L. Williams, J. B. Pergrin, Wyatt L. Milliken, and M. O. Love.

Derby, Ansonia and Shelton, Conn., Retail Hardware Association

PRESIDENT—W. A. Church.
VICE-PRESIDENT—D. N. Clark.
SECRETARY-TREASURER—F. T. Terry.
EXECUTIVE COMMITTEE—The officers.
Organized 1899. Annual meeting, November 12, at Derby. Present membership is 5.

Detroit, Mich., Retail Hardware Dealers' Association

PRESIDENT—James Tyre.
VICE-PRESIDENT—E. F. Lorcys.
SECRETARY—O. J. Darling.
TREASURER—A. Lemke.
EXECUTIVE COMMITTEE—Wm. Moore, J. G. Patterson, A. Harshaw, A. Samowsky and F. J. Mason.
Organized 1903. Annual meeting, January 1. Present membership is 94, a gain of 6.

Hartford, Conn., Hardware Association

PRESIDENT—William E. Cone.
SECRETARY-TREASURER—George I. Clapp.
Organized 1889. Present membership is 13

Kansas City Implement, Vehicle and Hardware Club

PRESIDENT—W. L. Day.
FIRST VICE-PRESIDENT—J. W. Wilson.
SECOND VICE-PRESIDENT—H. G. Moore.
SECRETARY—J. E. Baird.
TREASURER—A. G. Trumbull.
EXECUTIVE COMMITTEE—W. M. Ferguson, G. A. Parker, C. R. Butler, E. O. Faeth, W. F. Roth.
Organized 1890. Annual meeting will be held on second Monday in November at Kansas City. Present membership is 70, a gain of 1.

Louisville, Ky., Retail Hardware and Stove Association

PRESIDENT—Geo. Dehler, Jr.
FIRST VICE-PRESIDENT—Henry Huck.
SECOND VICE-PRESIDENT—Sherman Jones.
SECRETARY—J. C. Kirchdorfer.
TREASURER—Chas. W. Shott.
EXECUTIVE COMMITTEE—Wm. Dehler, E. G. Heartig, Paul Wagner, Wm. Shaber.
Organized 1904. Annual meeting, February 11. President membership is 43.

Minneapolis, Minn., Hardware Association

PRESIDENT—Frank C. Smith.
VICE-PRESIDENT—H. O. Roberts.
SECRETARY—H. M. Gardner.
TREASURER—Antone Ebe.
EXECUTIVE COMMITTEE—H. O. Roberts, C. F. Stummel, M. F. Dressler, Antone Ebe, Wm. Simme, Geo. Brimhall, F. C. Smith, G. E. Woehler.
Organized 1894. Annual meeting, February 4, at Minneapolis. Present membership is 37.

The Hardware Club of New York

PRESIDENT—Eugene Bissell.
VICE-PRESIDENT—Thomas F. Keating.
SECRETARY—Arthur G. Sherman.
TREASURER—Alfred D. Clinch.
Organized 1892. Annual meeting, March 21. Resident and non-resident membership is 760.

Peoria, Ill., Retail Hardware Dealers' Association

PRESIDENT—Wm. Bittel.
VICE-PRESIDENT—J. A. Hunter.
SECRETARY-TREASURER—J. L. Douglas.
EXECUTIVE COMMITTEE—Chas. Johnson, George Meyers, R. L. Wilson.
Organized 1899. Annual meeting, March 20, at Peoria, Ill. Present membership is 14.

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Hardware Merchants' Association of Philadelphia, Pa.

PRESIDENT—Nathan C. Engle.
VICE-PRESIDENT—Geo. R. Mitchell.
SECRETARY—F. A. Mitchell.
TREASURER—Edward W. Richards.
EXECUTIVE COMMITTEE—Nathan C. Engle, Geo. R. Mitchell, F. A. Mitchell, Edward W. Richards, Jno. Ashmore, Chas. Berlin, Paul J. Devitt, A. L. Egolf, Albert Kaiser, Jno. H. Lepper, John Orr, Newton M. Holden.

Organized 1902. Annual meeting, February 12, at 420 Commerce street. Present membership 37, a gain of 2.

Philadelphia, Pa., Hardware Association

PRESIDENT—Chas. L. Ogborn.
VICE-PRESIDENT—Wm. R. Wheaton.
SECRETARY—T. B. Hendrickson, 617 Market street.
TREASURER—Louis Beyer.
EXECUTIVE COMMITTEE—Edward Madden, Lewis C. Glading, Aaron I. Sanson.

Organized February, 1884. Annual meeting, April 1. Present membership is 166.

Hardware Merchants' and Manufacturers' Association, Philadelphia, Pa.

PRESIDENT—John R. Griffith.
VICE-PRESIDENT—Edward S. Jackson.
SECRETARY-TREASURER—T. James Fernley.
DIRECTORS—W. W. Supplee, Thomas Devlin, Chas. Z. Tryon, John R. Griffith, Samuel Disston, Ellicott Fisher, Chas. M. Biddle, Edward S. Jackson and T. James Fernley.

Organized 1886. Annual meeting January 17, and annual banquet January 30.

Retail Hardware and Stove Dealers' Association of St. Louis, Mo.

PRESIDENT—E. L. Wachter.
FIRST VICE-PRESIDENT—Geo. M. Rinine.
SECOND VICE-PRESIDENT—Theo. Wirtz.
SECRETARY—J. L. Boehl.
TREASURER—F. D. Kansteiner.

Organized 1897. Annual meeting, January 5. Present membership is 25, a gain of 2.

HARDWARE MUTUAL FIRE INSURANCE.

National Hardware Dealers' Mutual Fire Insurance Company

PRESIDENT—C. H. Miller, Huntingdon, Pa.
VICE-PRESIDENT—E. M. Bush, Evansville, Ind.
SECRETARY—W. B. Simpson, Huntingdon, Pa.
TREASURER—W. P. Lewis, New Albany, Ind.
BOARD OF DIRECTORS—W. P. Lewis, New Albany, Ind.; C. H. Miller, Huntingdon, Pa.; H. G. Cormick, Centralia, Ill.; W. P. Bogardus, Mt. Vernon, O.; F. C. Moys, Boulder, Colo.; Chas. P. Sherwood, White Plains, N. Y.; E. M. Bush, Evansville, Ind.

Chartered 1903. Annual meeting on January 14, at Huntingdon, Pa.

Iowa Hardware Mutual Insurance Association

PRESIDENT—S. R. Miles, Mason City.
VICE-PRESIDENT—L. Lindenberg, Dubuque.
SECRETARY—A. R. Sale, Mason City.
TREASURER—L. R. Bailey, Mason City.
DIRECTORS—J. F. Doty, West Liberty; C. F. Schmidt, Marshalltown; S. R. Miles, Mason City; Jacob Seither; P. C. DeVol, Council Bluffs; C. R. Keating, Mt. Ayr; C. E. Haas, LeMars; L. H. Kurtz; L. A. Gnam.

Organized August, 1903. Annual meeting, on February 19, at Cedar Rapids. Present membership in Iowa 500. Insurance in force $2,010,000, a gain during the year a little more than $500,000.

Retail Hardware Mutual Fire Insurance Co. of Minn.

PRESIDENT—Chas. F. Ladner, St. Cloud.
FIRST VICE-PRESIDENT—C. H. Casey, Jordan.
SECRETARY—M. S. Mathews, Minneapolis.
TREASURER—Henry Hauser, Franklin.
DIRECTORS—Chas. F. Ladner, St. Cloud; C. H. Casey, Jordan; E. H. Heins, Renville; A. T. Stebbins, Rochester; H. Hauser, Franklin; Julius Schmidt, Wabasha; Amos Marckel, Perham; W. H. Tomlinson, Le Sueur; Elmore Houghtaling, Fairmont; F. W. Lucas, Litchfield.

Organized 1900. Annual meeting, February 26, St. Paul. Amount of insurance in force $6,000,000; cash assets $122,000.

Nebraska Hardware Mutual Insurance Company

PRESIDENT—H. J. Hall, Lincoln.
VICE-PRESIDENT—C. A. Newbery, Alliance.
SECRETARY—J. Frank Barr, Lincoln.
TREASURER—J. F. Goehner, Seward.
DIRECTORS—F. C. Harrington, Pawnee City; L. F. Holloway, Fremont; Leon Baker, Lincoln; Nathan Roberts, Omaha; S. C. Oaks, Seward; Ernest Hoppe, Lincoln; Victor Fried, Oakland; Thos. Nelson, Springfield; A. E. Small, Crete.

Organized 1905. Annual meeting, February 12, at Lincoln. Insurance in force $605,000. Ratio of losses to premium receipts, 29½ per cent. Cash rebate paid, $3,685.

Ohio Hardware Dealers' Mutual Fire Insurance Company

PRESIDENT—J. P. Duffey, Greenville.
SECRETARY-TREASURER—George M. Gray, Coshocton.
EXECUTIVE COMMITTEE—J. P. Duffey, Greenville; George M. Gray, Coshocton; Geo.

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B. Meyer, Cincinnati; H. C. Wiseman, Springfield; Henry F. Rahe, Cleveland.

Organized 1902. Annual meeting, February 27, at Columbus, O. Present membership is 604.

Hardware Dealers' Mutual Fire Association of Pennsylvania

PRESIDENT—C. H. Miller, Huntingdon, Pa.
FIRST VICE-PRESIDENT—George V. Thompson, Mt. Jewett, Pa.
SECRETARY—W. B. Simpson, Huntingdon, Pa.
TREASURER—George W. Hackett, Sunbury, Pa.
BOARD OF DIRECTORS—C. H. Miller, Huntingdon; George L. Moore, Brownsvill;e John H. Bowers, Charleroi; S. S. Bryan, Titusville; George W. Hackett, Sunbury; George V. Thompson, Mt. Jewett; George D. Krause, Lebanon; James N. Kline, Williamsport; D. A. Gill, Meadville.

Annual meeting, January 7, Huntingdon, Pa.

Wisconsin Mutual Fire Insurance Company

PRESIDENT—O. P. Schlafer, Appleton, Wis.
VICE-PRESIDENT—R. C. Murdock, Beloit.
SECRETARY—C. A. Peck, Berlin, Wis.
TREASURER—H. L. McNamara, Janesville.
EXECUTIVE COMMITTEE—Officers and A. G. Kroncke, Madison; J. Kornely, Milwaukee; R. M. Burtis, Oshkosh; E. H. Ranine, New London; L. Findeisen, Green Bay.

Organized 1904. Annual meeting, February 4, at Milwaukee.

Business written in eleven months of 1907, $1,725,365. Dividends to premiums in 1907, 40 per cent.; dividends voted for 1908, 50 per cent.; losses to premiums in 1907, 24 per cent.; expense in 1907, 11 per cent.

CANADIAN HARDWARE ASSOCIATION.

Canadian Wholesale Hardware Association

PRESIDENT—Thos. G. Dexter, Toronto.
VICE-PRESIDENT—William Starke, Montreal.
SECRETARY-TREASURER—Jenkins & Hardy, Toronto.
EXECUTIVE COMMITTEE—Thos. M. Birkett, Ottawa; R. C. Fisher, Toronto; D. H. Howden, London; Jas. G. Lewis, Montreal; Alex. Prudhomme, Montreal.

Organized 1899. Annual meeting, at Toronto. Present membership is 16.

Retail Hardware and Stove Dealers' Association of Western Canada

PRESIDENT—A. J. Falconer, Deloraine.
FIRST VICE-PRESIDENT—J. B. Curran, Brandon.
SECOND VICE-PRESIDENT—W. M. Gordon, Winnipeg.
SECRETARY-TREASURER—J. E. McRobie, Winnipeg.
EXECUTIVE COMMITTEE—Alberta, A. E. Clemens, Sedgewick; C. F. Comer, Calgary; A. R. Auger, Okotoks. Manitoba, H. S. Price, Boissevain; A. P. Macdonald, Winnipeg; O. Gilmer, Winnipeg. Saskatchewan, G. K. Smith, Moose Jaw; S. A. Clark, Saskatoon; J. R. Fox, Weyburn. Association offices, 53 Scott building, Main street, Winnipeg.

British Columbia Retail Hardware Association

PRESIDENT—L. B. Lusby, New Westminster.
VICE-PRESIDENT—C. Snell, Vancouver.
SECRETARY-TREASURER—John Burns, Vancouver.
EXECUTIVE COMMITTEE—W. Stearman, Vancouver; H. T. Kirk, New Westminster; B. A. Ogilvie, Victoria.

Montreal, Can., Metal and Hardware Association

PRESIDENT—Jas. R. Kinghorn.
VICE-PRESIDENT—Wm. Starke.
SECRETARY—J. Stanley Cook.
TREASURER—J. H. Hanson.
EXECUTIVE COMMITTEE—A. A. Brown, H. W. Dorken, H. J. Fuller and C. H. Godfrey.

Organized December 10. Annual meeting at Montreal. Present membership is 29. The Montreal Metal and Hardware Association is a branch of the Montreal Board of Trade.

Retail Hardware and Stove Dealers' Association of Ontario

PRESIDENT—W. G. Scott, Mt. Forest.
FIRST VICE-PRESIDENT—J. R. Hambly, Barrie.
SECOND VICE-PRESIDENT—J. Walton Peart, St. Marys.
SECRETARY—Weston Wrigley, Toronto.
TREASURER—John Caslor, Toronto.
EXECUTIVE COMMITTEE—D. Brocklebank, Arthur; F. Taylor, Carleton Place; W. A. Mitchell, Kingston; D. Becker, New Hamburg; G. A. Binns, Newmarket; A. W. Humphries, Parkhill.

Organized 1906. Annual meeting about February 10-12, at Toronto. Present membership is 250, a gain of 50.

Ottawa Hardware Association

PRESIDENT—W. Rankin.
FIRST VICE-PRESIDENT—H. Foisey.
SECOND VICE-PRESIDENT—R. Mulhall.
SECRETARY—J. G. Cowan.
TREASURER—W. Graham.
EXECUTIVE COMMITTEE—The officers.

Organized 1902. Annual meeting, February 8. Present membership is 18.

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President W. A. Spangler, Bonham, Tex., and Secretary J. W. McManus, Dallas, Tex., of the Retail Dealers' Hardware and Implement Association of Texas, are out with advance announcement concerning the tenth annual meeting of the organization to be held at Dallas the 21st, 22d and 23d inst. The meetings will be held in the Dallas Commercial Club and the Southland Hotel will be general headquarters. The parcels post matter will receive much attention, and the association has already placed itself on record with congressmen and the post office department as being opposed to any form of parcels post, believing it to be very much against the dealers' interests. Those dealers who have not already written their congressmen or senators should do so at once. It is suggested that each letter or petition should also contain a strong plea for one-cent postage on letters. Membership in the organization can be had by remitting a year's dues, $5, with application, to the secretary.

Minnesota Mutual Insurance Declares 50 Per Cent. Dividend

At the last quarterly meeting of the Retail Hardware Mutual Fire Insurance Co., of Minnesota, M. S. Mathews, secretary, Minneapolis, the directors fixed the rebate or "dividend" for 1908 at an even 50 per cent. of the premium previously paid in, which is an absolute saving to just that extent. The loss account of the several "Hardware Mutuals" shows a ratio of but little more than one-half that of stock companies, thus showing that "Hardware" stocks (with buildings) are much better than the average "commercial" risk. The amount of insurance in force is $6,000,000, an increase of thirty-five per cent. within the year. Cash assets are $122,000.

Secretary Mathews states that the "parcels post" agitation has served to cement the Hardware associations more strongly together. The Hardware merchants are more and more realizing that only in a more complete organization lies their commercial salvation.

Secretary Leslie Hawker, Shinnston, W. Va., advises that traveling men are now admitted to membership in the West Virginia Retail Hardware Association. An exhibit will be held in connection with the annual meeting at Elkins in February.

Secretary J. G. Cowan, of the Ottawa, Canada, Hardware Association, reports that everybody is satisfied that the organization is the proper thing, and that the other Hardwareman is not such a bad fellow after all.

Credit to Cash

To the Editor:

A few years ago I was doing a prosperous business in a town of one thousand population, and believing that I was doing a larger credit business than was necessary, decided to make a clean-sweep, and sell for cash only. On the credit plan I had been selling about $10,000 annually. After having tried the new plan for a year, with other conditions the same, my business dropped to less than $7,000. Seeing that my competitor was getting a great many of my customers, decided after the first year to try a different course. As fast as possible, I interviewed my old time credit customers and gave them to understand that in the future I would be more accommodating, and that if credit was necessary would consider 30 days same as cash, or if longer time was necessary would take bankable paper for accounts above ten dollars. This plan was used for several years after, and found to be very satisfactory.

Should customers ask for credit who were not worthy, were promptly given to understand that their business must be on a cash basis. This same class of people would find it hard to obtain credit anywhere, and I found, after having done business in this way, that I soon regained my lost customers, and increased my business about 25 per cent. I am now head salesman in the Hardware department of a large department store; everything is sold for cash excepting in my department. Stoves are sold on the instalment plan, 30 to 90 days, and other Hardware not to exceed 30 days. Our bookkeeper keeps a close tab on delinquents, and if their accounts are not promptly paid, collection is enforced. This store finds this plan very successful, and is much ahead of the old fashioned way of trusting everybody who asks for credit and expects to pay only when he is ready. I do not think it wise to have credits with customers aggregating more than 10 per cent. of sales.

W. A. C.

The Round Table

Chicago, Dec. 17, 1907.

Hardware Dealers' Magazine,
New York City.

Dear Mr. Mallett:

Next to the Hardware Annual Conventions at Atlantic City and elsewhere the spirit of good fellowship, social enjoyment and general information come to us from no source more pleasantly than are the exchanges of opinions expressed in the conversational manner to which your Magazine so freely opens its columns, and partaking of the general atmosphere of yourself and staff.

With my desk closed and your Magazine at hand, business cares cease and I become interested in these interviews, that lead me to feel I am at the "Round Table" with many good friends.

Very truly yours,
J. D. WARREN.
President J. D. Warren Mfg. Co.

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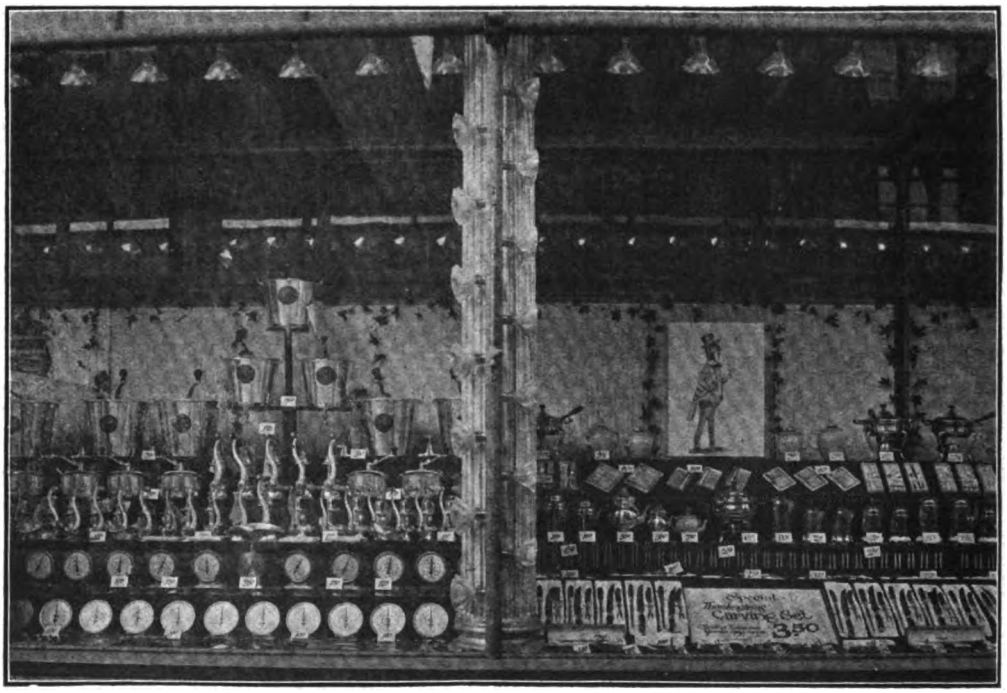
Effective Window Displays

Thanksgiving time naturally suggests articles for use in the preparation of that memorable dinner, and also in its disposition. It is perfectly proper, then, for the presentation in window displays of Food Choppers, Bread Makers, Carving Sets, Scales, Tea and Coffee Pots, Percolators, Chafing Dishes, Cake Mixers, Nut Cracks, etc., as was done by Weaver, Palmer & Richmond, Rochester, N. Y. Their large show window gives them exceptional facilities for good displays, of which they are taking advantage. The Thanksgiving display showed the window in red and white,

Holiday Advertising and Booklets

During the past holiday season many Hardware merchants got out special advertising matter in the way of booklets, mailing cards, catalogues and newspaper advertisements. The Horton Hardware Co., Afton, N. Y., got out a booklet, the conception of which is commendable, but the execution or printing of which is poor. A trifle better grade of paper and printing would have increased the typographical effect fully 50 per cent.

The Aid Hardware Co., West Plains, Mo., used a large mailing card for their holiday greeting.



THANKSGIVING WINDOW DISPLAY BY WEAVER, PALMER & RICHMOND, ROCHESTER, N. Y.

with artificial autumn leaves in the background. Every set of articles shown was plainly marked with 2 x 3 in. white cards, lettered in red.

The other display presented in this connection is one devoted entirely to Lanterns. The Lanterns suspended from the ceiling had red, white and blue globes, arranged alternately. On the steps below appeared the more fancy styles, such as Conductors', Fireman's, Auto, Driving, Signal, Cab and other Lanterns. The Street Lamps were suspended on iron brackets, showing them exactly as when in actual use. The mere quantity is sufficient to attract attention, but the arrangement, variety and, in addition, being a home product, lent greater interest to the display.

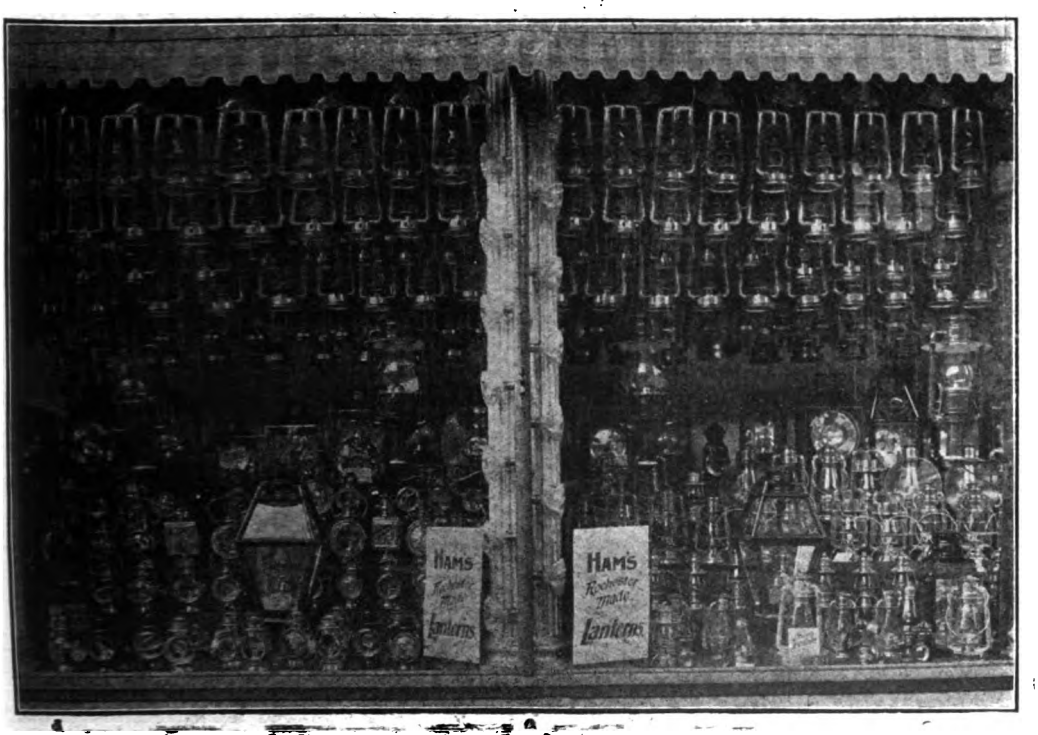
J. M. Davis & Sons, Oakland, Md., got out a Christmas number of "The Hardware Bulletin," a publication which they issue at various times during the year. It is quite a pretentious publication of 50 pages, with cover, but the mistake has been made of using half-tone cuts on a paper adapted for printing line cuts only. Use a surfaced paper next time. The cost is but slight, but the effect will be astonishing in results. A specially illustrated envelope was used for mailing the "Bulletin."

The Phillips Gross Hardware Co., Milwaukee, Wis., in their Christmas booklet, keep up to their motto: "If It's From Gross, It's Good." The half-tone illustrations are splendid, the arrangement could not be improved

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upon and the descriptive matter is such that the recipient will read the entire booklet; it's written in a fascinating style, and one feels after reading it only half through that the Gross people must have a pretty fine stock from which to select practical Christmas gifts. Many dealers who are now issuing holiday booklets would do well to peruse on this one.

Weaver, Palmer & Richmond, Rochester, N. Y., in conjunction with their fine window displays, used a good sized space in the daily newspaper to call attention to goods on display, and to special sales.



LANTERN WINDOW DISPLAY BY WEAVER, PALMER & RICHMOND, ROCHESTER, N. Y.

The Ballantine Hardware Co., Warsaw, N. Y., used a whole page for the advertising in their local newspaper, calling attention to a range, which they were pushing. Part of the ad. gives a list of people to whom they had previously made sales of the range. Good advertising that ought to make an impression upon the paper's readers.

Looking to Next Season

Your traveling man calls on Smith & Jones and lands an order. That's direct business.

He learns that Brown & Black have already purchased this season's supply, but does he spend the afternoon playing pool because of that?

Not if he is really trying to make good.

He hikes over to Brown & Black's place of business just the same, and paves the way for next season's order.

That's General Publicity.

And you recognize its value.

Everybody Invited

Every Hardwareman who receives a specimen copy of the HARDWARE DEALERS' MAGAZINE may properly consider it an invitation to subscribe.

If this invitation is not promptly accepted it means that the Hardwareman has lost one of those golden opportunities which only come to him once in so often.

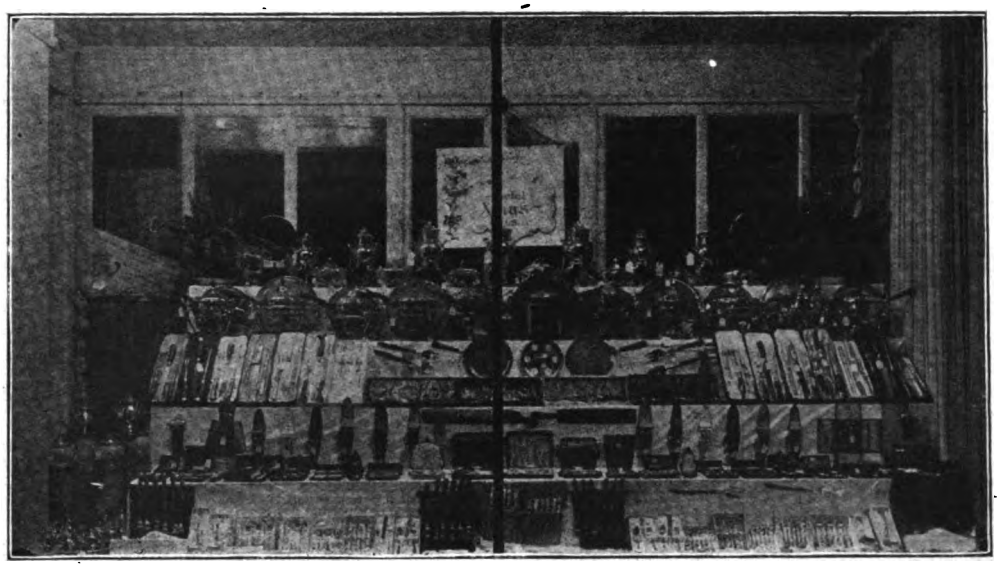
To say that the opportunity will never return would be to predict the improbable, but there is no time like the present and no better use to which the dollar of to-day can be put to make dollars for the future.

It would be idle to pretend that the motive underlying our persistent campaign for the subscription of Hardwaremen is entirely disinterested, yet it may, perhaps, reasonably be assumed that the subscriber will be benefited fully as much by the receipt of the HARDWARE DEALERS' MAGAZINE for an entire year as the publisher will by the receipt of the subscriber's One Dollar. P. S.—Be a live Hardwareman and take the first step to a better and more profitable business; also educate your employes.

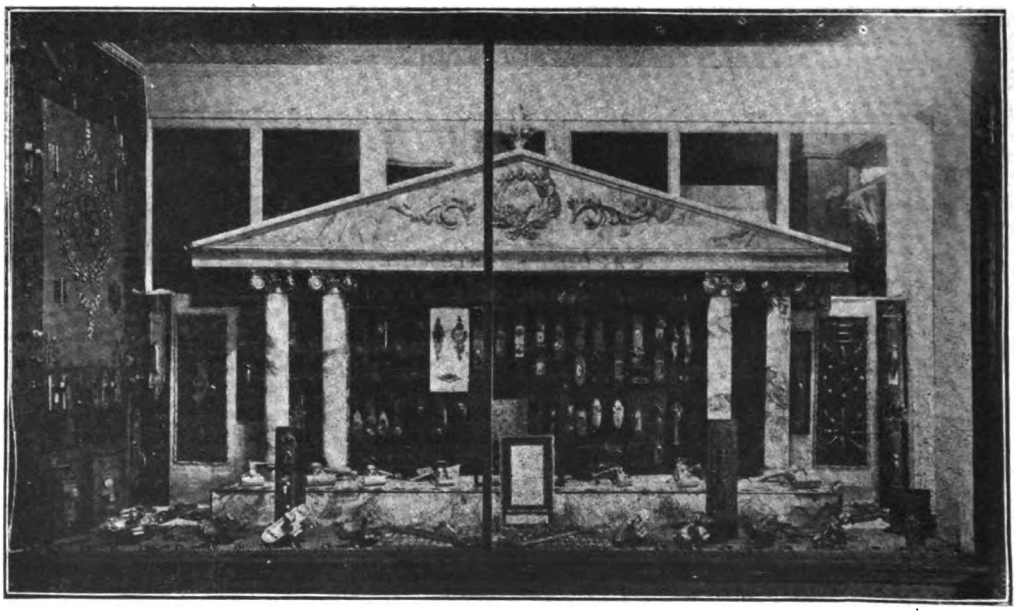
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Some Texas Window Displays

"Huey & Philp Hardware Co., Dallas, Tex., in preparing for the holiday season, had a silverware display in their show window, which is shown herewith. In the preparation of the window, steps were made and covered with white cloth. The wall was lined with pink and white. Diamond dust was sprinkled over the cloth to make it sparkle. "Universal" Percolators and Coffee Machines and "Buffalo" Chafing Dishes form the two top rows, with carving sets on the third; razor and manicure sets were placed on the fourth step, and "Rodgers" and "Community" Silver were on the bottom step. Six pedestals of 6-inch stove pipe were covered with gilt paper and on top of each pedestal was a silver tray on which was placed a Percolator; two large ferns were arranged on each side at the back.



A HOLIDAY DISPLAY OF SILVERWARE, ETC., BY HUEY & PHILP HARDWARE CO., DALLAS, TEX.



HANDSOME BUILDERS' HARDWARE DISPLAY BY W. B. MATHEWS, WITH HUEY & PHILP HARDWARE CO.

In the accompanying Hardware display, the colonial arch was made of wood columns and

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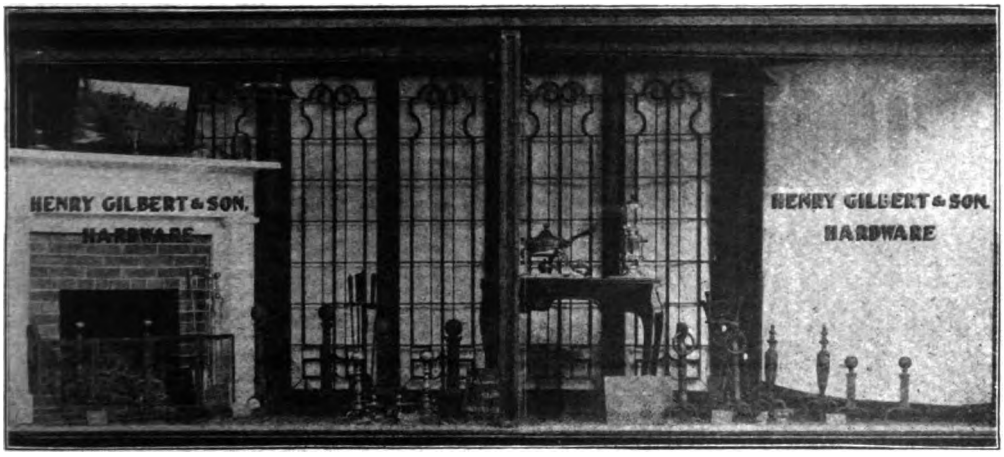
5-inch stove pipe, covered with onyx paper. Zinc ornaments capped the columns, while inverted gilded wash basins formed the base. The board platform was covered with tile paper on top and onyx paper on the sides and front. The windows were lined with gold and burlap. The background was made of Corbin Locks mounted on different finished wood mountings. On the side wall the panel was of gold and burlap with a display of refrigerator nickel plated hinges, with green around the same; there were also bronze goods displayed. Scattered around the floor and in the foreground Locks and Lock Sets are shown. In the center foreground, what looks like a sign in the reproduction, was a picture of a 15-story building, which the concern are furnishing with Corbin Unit Locks. Both displays are the work of W. B. Mathews, and but faintly convey their attractiveness in the original. It goes without mentioning, the displays attracted marked attention.

circularizing, personal solicitation, correspondence, post cards, etc., and road signs. My experience thus far shows me no other way.

WM. C. LEAVITT.

A Fireplace Furnishings Display

Henry Gilbert & Son, Harrisburg, Pa., in a window display had one that is somewhat out of the regular channels. It was a representation of Brass and Black Andirons, Fire Sets and Fire Screens. The mantel was taken from the old Gilbert residence, which occupied the present site of the store building The brick for the face of the fireplace were gotten from the same plant and are the same kind and color as those purchased by the late Augustus Saint-Gaudens, the noted sculptor, for his large fireplace in the hall of his mansion, while those in the hearth were of the plain square blocks made in England and brought to this country and used in the fireplace in the Gilbert residence. Six 4 c. p. lamps were spread out over the surface, and



A FIREPLACE FURNISHINGS DISPLAY BY HENRY GILBERT & SON, HARRISBURG, PA.

were covered by one-inch mesh poultry wire. Over that red crepe paper was placed and charcoal on top of this with two partly burned logs to complete it. A little wood ashes were sprinkled over the charcoal to give it a finished appearance. At nights when the lights were lighted they shone through the red paper and gave it the appearance of a real fire. This, of course, does not show up in the picture. The floor was covered with green denim and an Oriental rug was used under the mahogany table, which matched the finished woodwork of the windows. A copper chafing dish with alcohol flagon and a nickel plated coffee percolator completed the decoration. Because of the intense reflection on the window the backs of the doors on the inside were covered with white muslin, in order that a perfect picture could be made.

The clerk who doesn't care is a damage for one reason, because he keeps live clerks from taking the customers and selling them something.

Read all the store literature that you can get hold of. Methods of doing business are changing every day, and the live man changes with them.

Advertising in Newspaperless Town

If there is no paper that has a large circulation in a town with no newspaper, the merchant will have to go it alone. The city papers will not fill the bill, as the expense would be beyond the value received as an advertising medium. If I were so situated, I would find out how much I had I could invest in trade seeking; then divide it up in

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Three for Two Dollars

Special attention is called to our offer of three annual subscriptions for Two Dollars. There are few Hardware stores that do not contain at least three Hardwaremen sufficiently progressive to find benefit in a regular perusal of the HARDWARE DEALERS' MAGAZINE.

The proprietor who by its assistance keeps fully posted as to what is being done by his "esteemed contemporaries" is thus enabled to make his own store more interesting and up-to-date; and the buyer and salesmen are, by the information given, put in possession of valuable assistance in securing new and enlarging the old business.

So, Mr. Proprietor, there are at least two besides yourself to whom the HARDWARE DEALERS' MAGAZINE appeals as a factor in making a better Hardware store. Send in your check for Two Dollars and get the benefit of the special offer.

Pure Paint Laws

For the following information, concerning the enactment of new paint laws in several States, we are indebted to Wm. Jones, secretary of the Martin-Senour Co., paint manufacturers, Chicago, Ill. Hardware dealers, now handling or contemplating the handling of paints, will be interested in what follows:

The "Pure" Paint laws of the States of North Dakota, South Dakota, Minnesota and Iowa become effective and will be enforced from Jan. 1, 1908.

Stocks of paint in the hands of dealers previous to that date will be exempt from the provisions of the new laws.

The term "Paint" is stated to include White Lead in Oil, or any compound intended for the same use, whether in paste form, semi-paste, liquid or mixed paint ready for use. All containers, such as cans, kegs, kits, barrels, etc., must be so labeled that the purchaser may have the opportunity to know the contents thereof, and also by whom manufactured or distributed.

The labels must be printed in the English language and be in plain, easily read type.

While the North Dakota Law does not require the labeling of a house paint made of carbonate of lead, oxide of zinc, and linseed oil, with the necessary coloring matter and dryer, the fact that the other State laws do require labels showing the contents of cans, etc., will cause all manufacturers of pure paints, who sell in the four or more States, to place labels on their goods, whether or not "pure," as understood by the North Dakota law.

The North Dakota, Minnesota and South Dakota laws allow the manufacturers to show the analysis of the contents of the package, as follows: Percentage of each pigment ingredient, and percentage of each liquid ingredient, treating the pigment and liquid portions each as separate units of 100 per cent.

The Iowa law requires the percentages of ingredients to be stated in a continuous list without any intervening matter, which necessitates treating both liquid and pigment as one unit of 100 per cent.

The Minnesota, South Dakota and Iowa laws allow to except the percentage of coloring matter from the 100 per cent. unit., but this is of minor value. All the laws require the coloring matter to be called by its trade name and to state its chemical analysis.

The Iowa law requires labels to show the NET quantity of contents of packages of liquid paints of ¼ gallon size, and upwards, and of paste paints of 4 lbs. weight and upwards, but the South Dakota law insists that the net quantity of contents of all sizes of packages be shown on label. It will simplify matters to follow the requirement of the South Dakota law on this point. A label for house paint on the lines of the following will comply with all the laws:

	Total. Per cent.	Pigment. Per cent.	Liquid. Per cent.
*White base.....	54.5	98.8	
**Coloring matter.....	0.5	1.2	
Linseed oil.....	39.0		84.0
Turpentine	3.0		8.0
Japan dryer.....	3.0		8.0
	100.0	100.0	100.0

*Analysis of white base—Carbonate of lead, 50 per cent.; oxide of zinc, 50 per cent.

**Analysis of coloring matter—Lamp black, carbon, 100 per cent.

If a man makes a hobby of his business and bestows enough persistency upon it, he generally achieves a degree of success which the unthinking, determined to account for it in some way, ascribe to luck.

Every man pays for the amount of managing he requires, and every man's wages increase in proportion to his ability to act and think for himself. The real manager does his work with his brains.

Hax & Davidson, Springfield, O., in their catalogue show the "Springfield" Power Washer, which is operated simply by attaching to any pressure system of water works. The motor can also be attached to any hand power washer.

J. H. Sessions & Son, Bristol, Conn., issue a folder showing a splendid view of their plant, and below state they are manufacturers of Trunk Hardware, Steel Stampings, Washers, Burrs, Rivets, and Felloe Plates. The outside contains: "If brevity's the soul of wit, this brief should surely make a hit." It does.

F. E. Myers & Bro., Ashland, Ohio, have issued their annual poster hanger showing many styles of their Pumps and Haying Tools. The calendar sheets are attached to center of hanger.

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North Bros. Mfg. Co., Philadelphia, Pa., are distributing their new pocket size catalogue of Ice Cream Freezers. The various features peculiar to their line are enumerated. Both hand and power construction are shown; also Ice Chippers and Shaves. The company carry a full assortment of all styles and sizes in stock the year around, and orders can be filled the same day as received.

The Martin-Senour Co., Chicago, will, this coming season, supply their agents with a handsome lithographed steel paddle sign, showing all colors carried by the dealer. The framework of the sign appears as mission finish flemish oak. Their four-color catalogue will be sent to any interested dealer.

The Yost Gearless Motor Co., Springfield, O., in their catalogue show the "Yost" Gearless Motor Washing Machine. It is different from other Motor Washers on the market, and is readily put in operation by securing the supply pipe to faucet and putting waste pipe in sink. The motor can also be furnished to those who already have a hand-power washer.

Taylor Bros. Co., Rochester, N. Y., has increased its capital stock in order to take care of the increased business. Since its incorporation in 1890 the concern has acquired the business of the Hohmann & Maurer Mfg. Co., the Watertown Thermometer Co., the R. Hoen Co., Short & Mason, Ltd., London; H. & M. Automatic Regulator Co. and the American branch of the Cambridge Scientific Instrument Co., of Cambridge, England. The company now covers the entire field of commercial, industrial and scientific thermometric application, meterological instruments of all kinds as well as an extensive line of surveying, engineer and scientific apparatus.

The Turner & Seymour Mfg. Co., Torrington, Conn., issue several catalogues covering the various goods manufactured. That devoted to Upholstery and Fancy Hardware shows Upholsterers' Nails, Fancy Nails, Jack Chain, Plumbers' Safety Chain, Brass S Hooks, Bird Cage Hooks, House Numbers, Escutcheon Pins, Lawn Sprinklers, Dover Egg Beater, Screw Pulleys, Twine Holders, Cup Hooks, Screw Hooks, Screw Eyes, Carpet Pins and Sockets, Picture Hangers, Picture Hooks and Chains, Towel Bars, Curtain Rods, etc. The Upholstery Hardware catalogue shows an extensive variety of Curtain Rods, Pole Ends, Pole Rings, Pole Brackets, Tassel Hooks, Curtain Chains, Shade Pulls, and similar goods. The Gas and Electric Portable catalogue shows a pleasing variety in the latest designs. A special catalogue illustrates a line of plateaux.

The Niagara Oil Stone Co., North Tonawanda, N. Y., in catalogue No. 2 show their line of Razor Hones, Washita Slips, Pen Knife Pieces, Oil Stones, Arkansas Oil Stones, Axe Stones, Scythe Stones, Adamite Oil Stones, etc.

The Martin-Senour Company

About 25 years ago, The Senour Mfg. Co. commenced business on a capital of $15,000, and in a small factory, 25x60 ft. A few years later their business had increased, necessitating their moving into larger quarters at 72-74 Ewing street, a building of two stories, 50x70 ft. A couple of years later, their business still increasing, caused them to move to 2520-2522 Quarry street, a building of four stories, 50x100 ft. In 1893, owing to the expanding business, the capital of the company was increased to $50,000. Shortly after this, they were compelled to double their capacity, occupying 2514-22 Quarry street. In 1903, the healthy growth of the business caused a further increase of capital to $100,000, and again in 1906, the steady increase in customers and trade called for a further increase of capital to $200,000. This year, 1906, also brought a change in the name of the company to its present style. The Martin-Senour Co., a change made in recognition of the valuable services of the present president, Mr. Z. E. Martin.

A fact to which the company alludes with pride is that theirs was the first concern to put out a paint, under the name of "Monarch," composed of pure lead, pure zinc, pure linseed oil, and coloring matter to the standard of 100 per cent. purity, under chemical analysis, so that in North Dakota, where the State law is so stringent, they can sell their paint without tagging. All the cans, however, bear their contents accurately stated on the label. The company grants exclusive agencies to reputable and pushing concerns, and the public is informed that "Senour's Floor Paint Wears Like Iron."

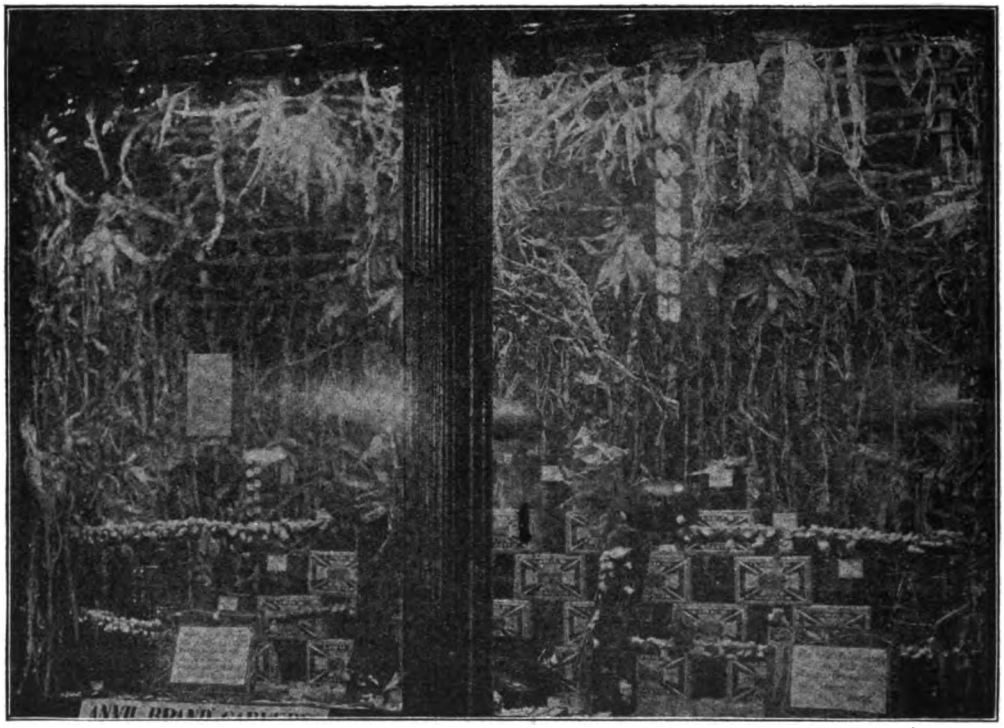
Mr. Z. E. Martin, president, started with the company twenty-two years ago as a salesman, selling the first stock of "Monarch" paint in Illinois. He was advanced to general salesman and later rose to be president. His business acumen and enterprise has lifted the company to its present standing. Mr. W. F. Senour, vice-president and treasurer, has been with the company almost from its inception, and is one of the best posted paint manufacturers of the country. Mr. W. Jones, the secretary and advertising manager, has been with the company 15 years. Just now The Martin-Senour Co. is making a 4-story addition on the north end of their factory and plans have been made and accepted for a five-story addition, 100x60 ft., with a capacity one-third larger than present premises.

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Thanksgiving Window Displays

Barrett Hardware Company, Joliet, Ill., for stimulating trade about Thanksgiving, got up several attractive window displays, one of which is presented in this connection. It shows particularly roasters and carvers. The trimming all over is corn, sides, back and top. Several neat cards were scattered about the display, and the whole effect was pleasing, and, what is more to the point, made many sales.

Another display made recently is the padlock window, on next page. Two large "Yale" keys were suspended from the ceiling, and from the end of each key was a chain to which were attached at intervals some padlocks. In the foreground, on window bottom, were a number of padlocks, shown indistinctly in the reproduction. Back of these were several trays filled with various priced padlocks. A show card in the center reads "Padlocks are known by the safety they afford. We are proud of our stock of Padlocks." The sheet shown in the center background was not a part of the display, but was so placed in an effort to eliminate the window reflection of the buildings across the street when the photograph was taken. Other displays which this concern made are equally striking, and in nearly all the point is made to show but a single line, or goods that naturally go together. The company state that their window advertising is the cheapest and probably the best that they do. One of the men spends a considerable amount of time in designing and arranging the displays. From the increased attention being given window displays in many parts of the country, dealers are awakening to the fact that no other line of business has so good an assortment of merchandise to display to advantage, not even the dry goods stores. The latter have been at the window dressing business longer, and people have gotten in the habit of looking for dainty displays in dry goods store windows. "Get the Habit" of having the public look for your window displays; it will pay and pay big.



THANKSGIVING WINDOW DISPLAY BY BARRETT HARDWARE CO., JOLIET, ILL.

Special Railroad Rates

The Merchants' Association of New York announces that its application for merchants' rates to New York during the spring buying season has been granted by the Trunk Line Association. The rates will be in effect on February 29 to March 4, inclusive, and March 14 to March 18, inclusive, with the customary fifteen day return limit. The special rate for the round trip will be one fare and one-third, effective under the certificate plan.

Geographically and roughly described, the territory of the Trunk Line Association is in New York, Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia, and in Virginia, north, and on the line of the Chesapeake & Ohio Railway. The concession does

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not apply from points less than 100 miles from New York City.

The Merchants' Association will give particulars as to the special fares to New York City from Central Passenger Association Territory—the Middle West.

The Almon H. Fogg Co., Hardware dealers at Houlton, Me., issue their usual small calendar for the current year. At the top of each monthly sheet a different heading is presented, calling attention in this matter to their extended line of goods, which they wholesale and retail. At the bottom of each sheet occurs a single line briefly directing attention to one or more items.



PADLOCK DISPLAY BY BARRETT HARDWARE CO.

On the Parcels Post

From many sources we have received copies of resolutions passed and letters written against the proposed Parcels Post legislation in Congress during its present session. The Arkansas Retail Hardware Association, through Secretary Chas. E. Taylor, Little Rock, Ark., are keeping their members and other Hardware men thoroughly primed with facts, and also posting them as to what is being and should be done to defeat such a measure. The Commercial Club of Fort Smith, Ark., passed a series of resolutions on the same subject, which are receiving wide publicity. Copies of the letter written by A. C. Bartlett, president of Hibbard, Spencer, Bartlett & Co., Chicago, to Postmaster-General Meyer, has been brought out in circular form and is being distributed. If there are any Hardware dealers who have not yet written their Congressmen and State Senators, they should do so at once; see that each one knows just how you feel about this subject. If every dealer does his duty there will be such an avalanch of determined opposition that it will be almost a miracle if anything pertaining to this bill gets even out of committee.

Wants Expressed by Hardwaremen

This month's list of inquiries for makers of goods also includes several other questions, as given below. Answers to same will be appreciated and promptly communicated to parties interested.

No. 242. "Frances" Shutter Stay.

No. 243. "Williams'" Universal Ratchet.

No. 244. "Mueller" Ratchet Reimer, ⅜ inch to 3 inches.

No. 245. Post Hole Borer to clamp on post for boring holes for fencing wire, with a slide. so that it will move up and down to the next hole without clamping.

No. 246. American firms who install plants for tinning and japanning malleable and wrought iron saddlery Hardware goods.

No. 247. "Peerless" Screw Clamps.

No. 248. "Moore's" Storm Window Fasteners.

No. 249. 9-foot Folding Rule.

No. 250. "Keystone" Wire Mat.

No. 251. Water cooler with inverted bottle. and coil in ice chamber in which the water is cooled.

No. 252. A general Hardware catalogue without name of any concern printed in same.

No. 253. We are contemplating building a new store 75 feet front by 110 deep. Would like ideas and plans of a modern country Hardware store.

No. 254. A hand tool that will close a wire. staple or bifurcated rivet on a small cord, clinching same.

No. 255. "Crescent" Roaster Baker.

Advance Postal Card Announcement

Witte Hardware Company, St. Louis, Mo., have gotten up a unique advance postal card for the use of their traveling salesmen, a reduced fac-simile of which we present herewith. This not only prepares their cus-



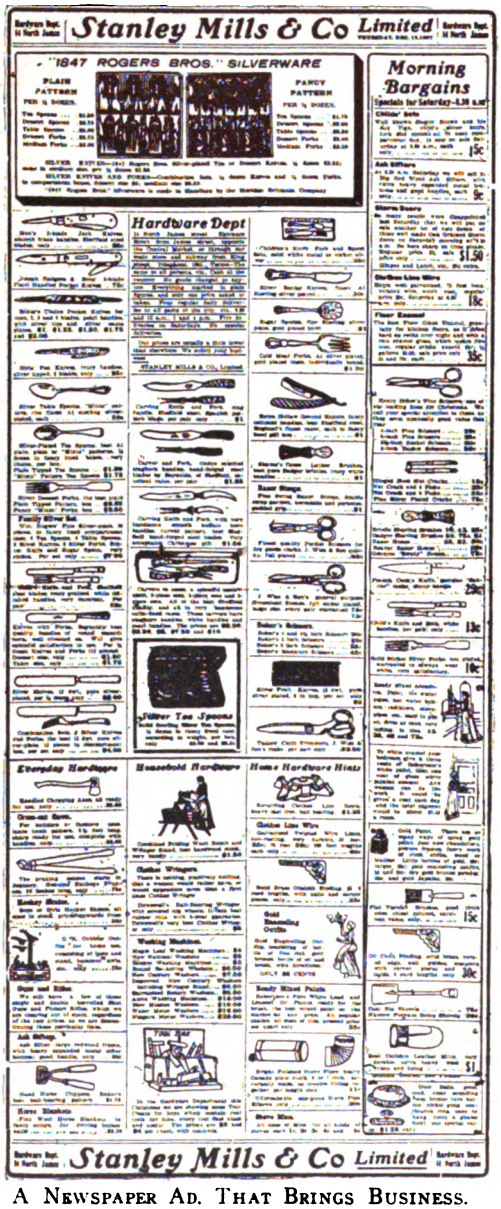
ADVANCE POSTAL CARD ANNOUNCEMENT.

tomers for a visit but makes them look forward to it. It largely advertises the "H. & R." Police Revolver.

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Resultful Hardware Advertising

Stanley Mills & Co., Hamilton, Canada, advertise only in Thursday evening papers, and the advertisement appears only once in each of the three local newspapers. On December 5 they used large advertising space, and the offers were quite similar to what is shown in the reproduced advertisement here-



A NEWSPAPER AD. THAT BRINGS BUSINESS.

with. Each of the advertisements was directed to a Saturday sale. The results can be judged, for on December 7, 1132 customers were served, and the sales were $803, and 13 clerks were kept busy from 8:30 a. m. to 10 p. m. Sales are made only for cash, and not anything is charged. Hamilton is a city of 65,000 to 75,000 population. The concern state that they adopted the style of advertising shown herewith some three years ago, and have continued it without interruption since, reducing or enlarging the advertisement according to the season of the year, and always with satisfactory results. Although the cost for electrotypes has been large, they now have quite a number at their disposal, and remark the results have justified the expense.

"Simmons' Hardware Encyclopaedia"

The above is the title of a new general catalogue issued by the Simmons Hardware Co., St. Louis, Mo. In number of pages it is the largest book of its kind ever issued, containing no less than 4,800 pages, 8½x10½ inches. As a frontispiece is presented a folding sheet with views of buildings occupied at St. Louis, New York, Wichita, Toledo, Sioux City, Minneapolis and Ogden, with a grand total of 1,528,237 square feet occupied, or 35¼ acres, which will give an idea of the vast interest of the concern. A full page portrait of Mr. E. C. Simmons follows, together with the "Foreword" written by him. There are 16 different departments to this huge volume, the first section, Tools and Farming Implements, occupying 664 pages. A new and popular feature is the number system inaugurated for mail orders. The simple system of underscoring the words and numbers necessary for the merchant to put down on his mail order, makes it so that anyone of common school education can write up a mail order from this book as intelligently as a first-class Hardwareman. In ordering Axes the old method would be: "1 Dozen Axes, Keen Kutter Yankee Pattern, Plain Bronze, 3 to 4 lbs., with Champion grade octagon handles No. CH36." The new way shown in this catalogue is: "1 dozen Axes No. 100D, 3 to 4 lbs." Another important feature is the brief yet full description of each article. If a carpenter comes in and wants any tool and the dealer does not happen to have the information memorized, he simply turns to the copious index, quickly locates the tool desired and then finds all the information about the tool. Index tabs are distributed throughout the catalogue, giving immediate reference to each of the different departments. The alphabetical index occupies nearly 100 pages. A large number of "Keen Kutter" goods are shown in three colors, giving the dealer and his customer a vivid idea of the actual appearance of the article. The object of making this book so complete is to enable the dealer to keep more orders at home that now go to the mail order concerns, and also to enable him to quickly fill out orders for replenishment of stock. There are many other features in the book, such as suggestions for advertising, suggested retail prices, window displays, etc.

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COMMERCIAL AND INDUSTRIAL INFORMATION. EXTENSION OF FOREIGN TRADE OF AMERICAN HARDWARE MANUFACTURERS

American Consulate,
St. John, N. B., November 22, 1907.

The Honorable Assistant Secretary of State,
Washington, D. C.

Sir:

I have the honor to forward to your Department my reply to the inquiry of the Hardware Dealers' Magazine of New York, in reference to the extension of the foreign trade of American Hardware dealers and manufacturers, in triplicate, for the use of the Departments, and transmission to the enquirer named.

This consulate has now a completely equipped commercial catalogue and sample room, where all advertising matter of American merchants and manufacturers is kept on file and exhibition under proper classification, for the use and information of local dealers, and which I desire to make as complete and useful as possible by the receipt of additional catalogues from all American concerns, that may be desirous of extending their trade in this consular district.

I have the honor to be, sir,

GEBHARD WILLRICH,
American Consul.

December 19, 1907.

Hardware Dealers' Magazine,
New York City.

Gentlemen:

I have pleasure in enclosing herewith copy of report from the American Consul at St. John, New Brunswick, in relation to the sale of American Hardware, which was made at your instance, and which, under the rule that obtains, has come to this Bureau for final disposition.

Very truly yours,
JOHN M. CARSON,
Chief of Bureau.

(Enclosure.)

American Consulate,
St. John, N. B., November 22, 1907.

Daniel T. Mallett,
Publisher Hardware Dealers' Magazine,
253 Broadway, New York City.

Dear Sir:

I was very much pleased to receive the Hardware Dealers' Magazine for November, followed up by your letter of November 20, 1907, in which you request me to furnish you with the names and addresses of the largest and most important importers, or wholesale merchants in my district, whom I consider interested in American Hardware, tools, etc., and in which you also inform me, that you wish to mail these dealers a sample copy of your magazine in the interests of American Hardware Manufacturers, who desire to extend their foreign trade. You also ask me to bring your Magazine to the attention of lock buyers.

In answer permit me to say, that I at once carefully examined your publication, and must pronounce it a most excellent one, in makeup and exhaustive presentation of the great variety of articles and devices manufactured by American concerns.

You have adopted the right course in sending your Magazine to American Consuls, who undoubtedly will be pleased and anxious to assist your efforts to acquire a larger foreign market for American manufacturers.

The best opportunities here are for articles that present new improvements of the labor saving kind, or devices which are novel and useful at the same time, and your catalogue presents many such, and which should be introduced here.

I have just established a new commercial catalogue and sample room in connection with my consular offices, where catalogues of the various American business and manufacturing concerns will be displayed in a systematic way, and to which the attention of the local merchants has been called.

Thus I am now in a position to receive catalogues from American Hardware dealers and hope that you will advise those interested in the foreign trade, that they may send me such advertisement matter, as they deem proper, with the assurance that this will be brought to the attention of the dealers of my district.

With the assurance that you are at liberty to further command my time and attention in furtherance of an extension of our American foreign trade, I beg to be,

Yours very respectfully,
GEBHARD WILLRICH,
American Consul.

List of the leading Hardware dealers of St. John:

Emerson & Fisher, Ltd., Germain street; The S. Hayward Co., Ltd., Canterbury street; T. McAvity & Sons, Ltd., King street; Robertson, Foster & Smith, Dock street; W. H. Thorne & Co., Ltd., Prince William street; The James Robertson Co., Ltd., Sheffield street; A. M. Rowan, Main street. 331.

Preventing Rust on Steel Goods

To preserve steel from rust, dissolve one part of caoutchouc with sixteen parts of turpentine, subject to a gentle heat and then add eight parts boiled oil. Mix by bringing them to the heat of boiling water. Apply to the steel with a brush as you would varnish.

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Bulletin of New Dealers

(REQUESTS FOR CATALOGUES AND INFORMATION.)

Special reports have been received at the office of the HARDWARE DEALERS' MAGAZINE from the following new dealers (or change in style of firms) since last bulletin, stating the goods which they handle or expect to handle. These reports are sent to us direct from the dealers themselves, and are therefore reliable. They want the latest catalogues, special circulars or price-lists relating to the classes of goods they handle. The numbers indicate classes of goods handled.

1 Builders' Hardware
2 Machinists' Tools
3 Carpenters' Tools
4 Cutlery & Plated Ware
5 Tinware
6 Woodenware
7 Rope and Twine
8 Pumps
9 Agricultural Goods
10 Bicycles
11 House Furnishings
12 Guns and Ammunition
13 Building Papers
14 General Hardware
15 Electrical Supplies
16 Automobile Supplies
17 Factory Supplies
18 Stoves and Ranges
19 Furnaces
20 Saddlery Hardware
21 Vehicles
22 Lead and Iron Pipe
23 Tin Plate and Metals
24 Cabinet Hardware
25 Horse Shoes
26 Plasterers' Tools
27 Paints and Oils
28 Glass and Putty
29 Blacksmiths' Supplies
30 Fishing Tackle
31 Sporting Goods
32 Butchers' Tools
33 Hose
34 Weather Strip
35 Belting
36 Lawn Mowers
37 Lamps
38 Oil Stoves
39 Stationers' Hardware
40 Refrigerators
41 Shoe Nails, Soles, etc.
42 Wood Mantels, etc.
43 Plumbers' Supplies
44 Steam Fitters' Supplies
45 Yacht & Boat Hardware
46 Washing Machines
47 Incubators

Alabama

Bessemer: I. A. Lewis.
Retail (formerly Long-Lewis Hardware Co.), 1 to 7, 9, 10, 12, 14, 24 to 33, 36, 37, 41.

California

Berkeley: Cooley-Gabriel Hardware Co., Inc.
Retail (formerly Cooley Hardware Co.), 1 to 5, 7, 10, 12, 13, 14, 24, 26, 27, 30, 31, 34, 36, 38.

Petaluma: Rex Merc. Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 22 to 33, 35, 36, 38, 40, 41, 43 to 46.

Colorado

Fort Collins: E. R. Barkley Hardware Co.
Retail (opened new store), 1 to 8, 10, 12, 14, 18, 19, 22 to 26, 28 to 34, 36, 38, 40, 41, 43, 44, 46.

Longmont: Longmont Hardware Co.
Wholesale and retail (succeeded Thomas Butler), 1 to 8, 10, 12, 13, 14, 18, 24 to 31, 33, 34, 36, 38, 40, 41, 46, 47.

Connecticut

Torrington: E. W. Adt.
Retail (succeeded J. J. Dwan), 2 to 8, 12, 13, 14, 18, 30 to 33, 36, 38, 41.

Idaho

Cambridge: A. A. Caviness.
Retail (opened new store), 1 to 10, 12, 14, 18, 21, 25, 29, 32 to 35, 37, 41, 44.

Illinois

Green Valley: Barkmeier & Champion.
Retail (succeeded C. E. McNaught), 1, 3 to 7, 9, 12, 14, 18, 19, 21, 27, 28, 30, 31, 32, 35, 36, 38, 40, 41, 46, 47.

Paxton: R. Keator.
Retail (added Hardware), 1 to 8, 10, 11, 12, 14, 18, 22, 26, 30, 32, 33, 36, 38 to 41, 46.

Urbana: Jno. Smoot.
Retail (succeeded Hubbard & Sons), 1 to 8, 10, 12, 13, 14, 18, 24, 26, 29, 30, 31, 33, 34, 36, 37, 38, 40, 41, 46.

Indiana

Crawfordsville: Fell & Lovatt.
Retail (opened new store), 1, 3, 4, 5, 12, 14, 18, 27, 28, 30, 31, 36, 46.

Iowa

Bonaparte: E. A. Rea & Co.
Retail (succeeded W. S. Walker).

Dexter: H. E. Palmer.
Retail (succeeded O. V. White), 1, 3 to 8, 11, 12, 14, 16, 18, 19, 22, 23, 26, 28, 30, 31, 33, 34, 36, 37, 38, 40, 41, 43, 44, 46, 57.

Traer: A. C. Ryan.
Retail (formerly at Parkersburg), 1, 3 to 7, 12, 14, 18, 23, 26, 27, 28, 30, 32 to 36, 38, 44, 46.

Kansas

Downs: W. F. Bell.
Retail (succeeded Otter Bros.), 1, 3 to 6, 12, 14, 18, 24, 30, 33, 36, 38, 46.

Earleton: I. W. Teeple.
Retail (formerly at Waverly), 1 to 9, 11, 12, 14, 18, 22 to 28, 30, 31, 33 to 38, 40, 41, 43, 46.

Hoyt: W. H. Cleveland.
Retail (succeeded F. H. Rippetoe & Co.), 1, 3 to 9, 12, 13, 14, 18 to 22, 26, 27, 30 to 39, 41, 46.

Ionia: A. W. Quesenberry.
Retail (succeeded Ionia Hardware Co.), 1, 3, 4, 7, 8, 9, 12, 14, 18, 20, 27, 28, 33, 37, 38, 46.

Kentucky

Princeton: W. L. Neel.
Retail (succeeded W. H. Rich), 1 to 14, 18 to 32, 36 to 41, 46.

Maine

Limerick: F. C. Crawford.
Retail (succeeded W. G. Gagne), 1, 3, 4, 5, 7 to 10, 12, 13, 14, 18, 19, 22, 23, 27, 28, 37, 38, 41, 46.

Massachusetts

Lowell: Ervin E. Smith.
Retail (formerly Smith & Lawrence), 1 to 4, 6 to 9, 13, 14, 17, 22, 23, 24, 26 to 34, 36, 41 to 44, 46, 47.

Michigan

Cambria: Blakely & Son.
Retail (succeeded Geo. Bowerson), 4, 5, 7, 8, 9, 12, 13, 14, 18, 21, 22, 25, 27, 28, 30, 31, 32, 41, 46.

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Grand Rapids: Wagner & Sluyter.
Retail (bought out A. A. Tyler), 1 to 8, 12, 13, 14, 22, 23, 25 to 28, 30 to 34, 36, 41.

Montana

Townsend: Missouri Valley Hardware Co.
Retail (succeeded Berg Hardware Co.), 1 to 9, 12, 13, 14, 18, 20 to 23, 25 to 32, 34, 36 to 41, 43, 44, 46.

Nebraska

Leigh: Wenk & Co.
Retail (formerly Wenk & Hoesly), 1 to 7, 10 to 14, 18, 19, 20, 23 to 47.
Ragan: R. A. Danskin.
Retail (succeeded J. M. Gifford), 1, 3 to 7, 9 to 12, 14, 18, 23, 26, 28, 29, 31, 32, 33, 35 to 41, 44, 46, 47.
Trenton: Randall & Carter.
Retail (succeeded A. H. French), 1, 3 to 7, 10, 12, 14, 18, 23, 24, 26, 27, 32, 36, 38, 40, 46.

North Dakota

Edgeley: Magnuson Bros.
Retail (formerly at Bergville, Minn.).
Oakes: Brown & Slocum.
Retail (formerly Fenton & Brown Hardware Co.), 1 to 16, 18, 19, 27, 28, 36, 38, 43, 44, 46.

Ohio

Maumee: C. P. Bigley.
Retail (succeeded G. H. Blakes), 1 to 8, 10 to 14, 16, 18, 20, 22, 23, 24, 26, 27, 28, 30, 34, 36, 40, 41, 43, 46.
New Lexington: Wm. Schofield.
Retail (added Hardware), 1, 3 to 8, 10, 12, 13, 14, 18, 20, 21, 26 to 29, 33, 34, 36, 37, 41, 46.
Sardis: A. C. Vetter.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 24, 26 to 39, 41, 46.

Oklahoma

Guymon: Matthews & Bush Hardware Co.
Retail (opened new store), 1 to 7, 10, 11, 12, 14, 18, 20, 21, 25, 26, 27, 29 to 33, 37, 38, 40, 41, 46.
Kiowa: New State Furniture & Hardware Co.
Retail (opened new store), 3, 4, 5, 10, 12, 14, 18, 28, 30, 31, 37, 38, 40.
Kremlin: H. A. Pain.
Retail (succeeded Myers & Cowden), 1 to 10, 12, 13, 14, 18 to 33, 36, 39, 40, 41, 43, 44, 46, 47.
Okarche: Ludwig Bros.
Retail (opened new store), 1, 3 to 9, 11 to 14, 18, 20, 21, 22, 25 to 28, 30, 31, 33, 36, 38, 40, 41, 46, 47.
Perkins: W. E. Moreland.
Retail (opened new store), 1 to 9, 11, 12, 14, 18, 21, 23, 25, 26, 29 to 33, 35 to 41, 43, 44, 46, 47.

Oregon

Portland: F. B. Mallory.
Retail (opened new store), 14.

Pennsylvania

Philadelphia: Jackson Hardware & Tool Co., 3304 Woodland Ave.
Retail (opened new store), 2, 3, 11, 14, 15, 17, 27, 30, 39.

Tennessee

Lynnville: Dickerson-Orr Hardware Co.
Retail (formerly Dickerson Hardware Co.), 1, 3, 4, 6 to 9, 12, 14, 21, 22, 25, 29, 30, 31, 32, 35, 36, 41.

Texas

Cuero: J. R. Nagel Hardware Co.
Wholesale and retail (formerly J. R. Nagel & Son), 1 to 7, 10, 11, 12, 14, 18, 20, 21, 23, 24, 25, 27 to 31, 33, 36 to 41, 46, 47.
Hedley: J. C. Woobridge.
Retail (opened new store), 1, 5, 14, 27, 28.
Quannah: Lewis-Sanders Co.
Retail (formerly W. G. Lewis Hardware Co.), 1 to 9, 12, 14, 18, 21, 22, 23, 25, 26, 29, 30, 31, 33, 34, 36, 37, 38, 40, 46.

Virginia

Norfolk: Armstrong-Brooks Hardware Co.
Wholesale and retail (formerly J. B. Armstrong & Co.), 1 to 8, 10, 13, 14, 22, 27, 28, 30, 32, 33, 34, 36, 38, 39, 41, 46.

West Virginia

Wheeling: Neff Hardware Co.
Retail (bought out K. Hoge Co.), 1 to 10, 12, 13, 14, 26, 30, 31, 33, 34, 36, 41, 46.

Wisconsin

Galesville: Smithe & Kidder.
Retail (succeeded Johnson & Feiring), 1 to 8, 12 to 15, 18, 19, 22, 23, 26 to 33, 36, 38 to 41, 43, 44, 46, 47.

Canada

Victoria, B. C.: Drake & Horn, 730 Yates St.
Retail (opened new store), 1, 3 to 7, 10, 13, 14, 18, 19, 24, 26, 27, 28, 32, 33, 34, 36 to 40, 46, 47.

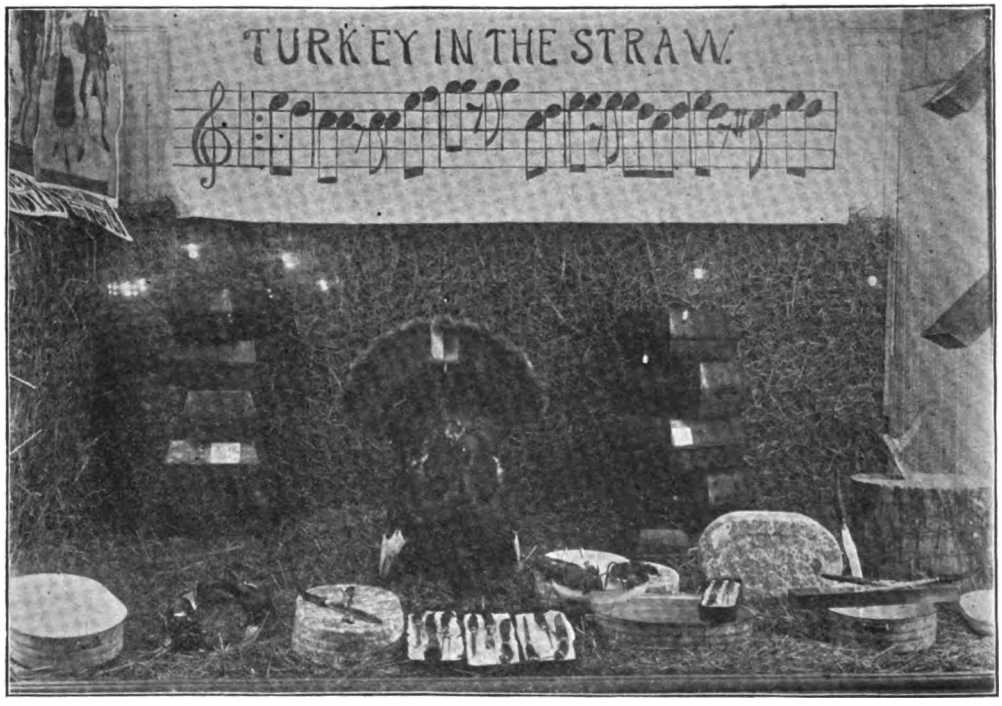
Robinson Bros. & Co., Louisville, Ky., Hardware jobbers, have secured the building next door to their present location. They now occupy five stores and a basement, and also have several warehouses. A new mail order catalogue, for dealers only, is ready for distribution. It covers a general line of Hardware.

The Chas. Parker Co., 32 Warren street, New York, issued a Merry Christmas and A Happy New Year greeting. It was gotten up by H. B. Morris, of the company, and in the folder appears the phrase, "If you are not already a user of 'Parker' Products, See Morris about it."

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A Thanksgiving Display

The Pierce Hardware Co., Salina, Kans., to stimulate their trade for the Thanksgiving period, got up a neat display which was installed in their show window, and a reproduction of which is shown herewith. The background was made by a piece 4-foot wire netting, placed two inches from the wall. Between the netting and the wall straw was stuffed in and also strewn about the floor. Above this arrangement and attached to the wall was the orchestra score of that lively waltz "Turkey in the Straw." For the centerpiece, or piece de resistance, there was a real stuffed turkey, and in his strutting posture commanded the respectful attention of all the onlookers, of which there were many at all times. Roasting pans were appropriately placed near the back of the display. At the right is a large block of wood, in which an axe was driven. Near the front of display several enamel roasters were located, one containing quail and in the other three were ducks. These articles, together with carver sets, made a display that brought additional trade.



A THANKSGIVING WINDOW DISPLAY BY THE PIERCE HARDWARE CO., SALINA, KANS.

F. R. Marrs, Wolford, N. Dak., uses half pages in a local newspaper to talk to the people in his vicinity, about Stoves, Washing Machines, Christmas Goods, etc.

Holiday Booklet

Louis Ernst & Sons, Rochester, N. Y., got out for the holiday trade a typographically attractive catalogue of tools and fine Hardware, being practical holiday suggestions. A special cover was designed for this twenty-page book. The second page gives their motto: "Quality first, prices next. A tool will be remembered as satisfactory or not long after the price is forgotten. Our aim has been to provide our customers with the very best goods produced. This we shall continue to adhere to." Then follow pages of illustrations and descriptions, including Food Choppers, Christmas Tree Holder, Carving Sets, Table Knives and Forks, Razors, Scissors and Shears, Pocket Knives, Skates, Tool Cabinets, Work Benches, Tool Sets, Scroll Saws, etc.

Smith's General Hardware Store, Shrewsbury, Pa., got out a large circular especially devoted to Christmas goods, which included an assortment of toys, silverware, cutlery, etc.

E. N. Howell Hardware Co., Dixon, Ill., used a whole page in their newspaper for calling attention to goods in stock, which were especially appropriate for gifts.

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Sell Time-Tested Silver

Don't waste time experimenting with unknown brands of silver plated ware, but handle what ***you*** know and ***your customers*** know to be of the highest grade.

Every piece of silver plated ware stamped

★ ROGERS & BRO. A-1

(TRADE-MARK)

has back of it the reputation and experience of over 50 years' successful manufacture.

Everywhere the famous **"STAR (★) BRAND"** ranks as a leader; everywhere it has proved satisfactory to both dealer and customer.

Let us help you advertise. Send for Booklet, "Advertising Hints and Suggestions," and other free advertising matter.

ROGERS & BROTHER

International Silver Co., Successor

WATERBURY, CONN.

New York Warerooms: 9-11-13 Maiden Lane

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JANUARY

This ends our monthly series of brief biographies of leading Americans.



WILLIAM McKINLEY,

BORN JANUARY 29, 1843. DIED SEPTEMBER 14, 1901.

—1908—

A series—System in business will begin with February issue.

NOTE.

"Uncle Sam's Boys," neatly bound in pamphlet form, will be mailed to any hardware dealer in the world upon request without charge, A postal will do.

UNCLE SAM SAYS:

William was not a college graduate, but was a college boy; ill health prevented the completion of his education.

I like to speak of his life in connection with the hardware business, as he came from a family of hardware men—both his father and grandfather being iron manufacturers.

His first occupation was teacher in a public school. At the beginning of the war, entered the army as a private, served four years and by merit and faithfulness rose to the rank of Major. After two years of study was admitted to the bar and commenced his law practice at Canton, Ohio.

His first public office was Prosecuting Attorney of his County. His effective speeches in the Ohio Gubernatorial campaign of 1875 attracted the attention of the leaders of his party and secured for him the Republican nomination to Congress. He was elected, also re-elected twice. In his fourth race was declared elected by 8 votes, but after a long contest was unseated. In the succeeding election was triumphantly returned by a large majority, was again re-elected twice.

His reputation in Congress rests chiefly on a tariff bill that bears his name, although he took part in all important debates, especially those relating to revenue and the tariff.

In 1891 was elected Governor of Ohio, by the largest majority ever given a candidate in that State.

In 1896 was nominated on the first ballot by his party for President, and was elected after a campaign of more intense interest than was displayed in any election since the Civil War. His election restored confidence in the finances of the country and was the beginning of the most prosperous times the United States have ever known.

His first term was memorable chiefly for our war with Spain, and its successful termination, the acquisition of Porto Rico and the Philippine Islands. His policy was so acceptable that he was again elected by a larger majority.

He served only a few months of his second term. While attending the Pan American Exposition in Buffalo, N. Y., was shot by an anarchist, after lingering for nine days, passed away, mourned by the entire American people.

"He was of singular uprightness and purity of character, alike in public and private life; a citizen who loved peace, he did his duty faithfully and well for four years of war when the honor of the nation called him to arms. As Congressman, as Governor of his State, and finally as President, he rose to the foremost place among our statesmen, reaching a position which would satisfy the keenest ambition; but he never lost the simple kindness toward every human being, great or small, lofty or humble, with whom he was brought in contact, which so endeared him to our people.

NORVELL-SHAPLEIGH HARDWARE CO.

Established 1843 **ST. LOUIS**

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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JANUARY

Uncle Sam also takes pleasure in presenting a leading AMERICAN SHOVEL. It also has reached its full perfection and usefulness through trials and tribulations.

TRADE NORVELL-SHAPLEIGH HARDWARE CO. DE DIAMOND EDGE. MARK

—1908—

All our salesmen will show samples of

CONQUEROR SHOVELS

this month.

CONQUEROR SHOVELS



WRAPPED IN BURLAP FOR SHIPMENT

THE REASON WHY THEY ARE THE BEST SHOVELS IN THE WORLD.

BLADE AND SOCKET—Forged from ONE PIECE of Special Analysis Steel, carefully hardened and tempered in oil. The socket is split at the back to permit the handle being tightened should the wood shrink.

HANDLE—Only the very best selected EXTRA QUALITY Ash Handles used.

FINISH—Very highly polished blades, carefully fitted handles.

PACKING—All Shovels shipped in Burlap to prevent scratching.

UALITY—The very highest grade Shovels manufactured.

The Best Shovel Made

For Contractors, Street Work, Railroad Work, Farmers and Ditchers, especially adapted to shoveling Rock and Gravel. The blade being *Tempered in Oil*, they will outwear Two Standard Quality Shovels.

CONQUEROR IRRIGATING SHOVELS

We have this Shovel in the irrigating style and weight. Just the right hang. Just the right weight.

LABEL

The CONQUEROR Shovel has made a place for itself. We distribute the entire output of the factory. Where territory is not already covered we sell to jobbers.

BLADE AND SOCKET ONE PIECE **WRITE US**

NORVELL-SHAPLEIGH HARDWARE CO.

Established 184 ST. LOUIS

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Are You Getting in On this

Sub. Life 212,500 Readers

Cosmopolitan 2,125,000 Readers

Reader 625,000 Readers

Collier's 3,125,000 Readers

Rev. of Rev. 1,250,000 Readers

Country Life 325,000 Readers



THE greatest campaign ever known for a sheathing is now in full swing on NEPONSET PAPERS—the original waterproof sheathing papers—the kind leading architects have specified for twenty-five years

Already we've launched our advertising in the greatest magazines throughout the country—advertising to bring customers into your store—advertising that's bound to create a demand for NEPONSET such as no sheathing material ever has known.

Millions of people are now being reached by this widespread NEPONSET advertising.

A great many of these people live right in your own field

Some of them are going to build—are even now planning what they will use.

They're every one interested—ready to be shown—and here is what our advertising does.

It proves the tremendous importance of using this sheathing which acts like a blanket all over the house.

It proves its extra value far ahead of its extra cost, and that it soon pays for itself in the heat it saves.

It shows the customer what *you* already know—that NEPONSET PAPERS are wind proof and damp proof—keep *all* the *cold out* and all the *heat in*.

Every man in your territory who is going to build is going to read this NEPONSET advertising.

We are making him want it—he'll insist upon having it and go to the dealer who can supply the goods—

Which brings us right up to where you come in—*we will fill no consumers' orders direct.*

Nearly 22,000,000 People Reading NEPONSET Advertising

F. W. BIRD & SON

EAST WALPOLE, MASS.

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NEPONSET Proposition?

WRITE *now* for the NEPONSET proposition—if you are not already carrying NEPONSET in stock. Every order and every inquiry received from the thousands who read our advertising is referred to the nearest NEPONSET dealer. We will get no benefit except through *you*—through the dealer in each city and town who takes up the NEPONSET proposition.

Will you stand by while someone else in your territory reaps the benefit of this great campaign?

Are you going to lose this NEPONSET business and the sales you can make on other materials when once the customer enters your store?

Someone will sell it in your locality—is that "someone" going to be *you?*

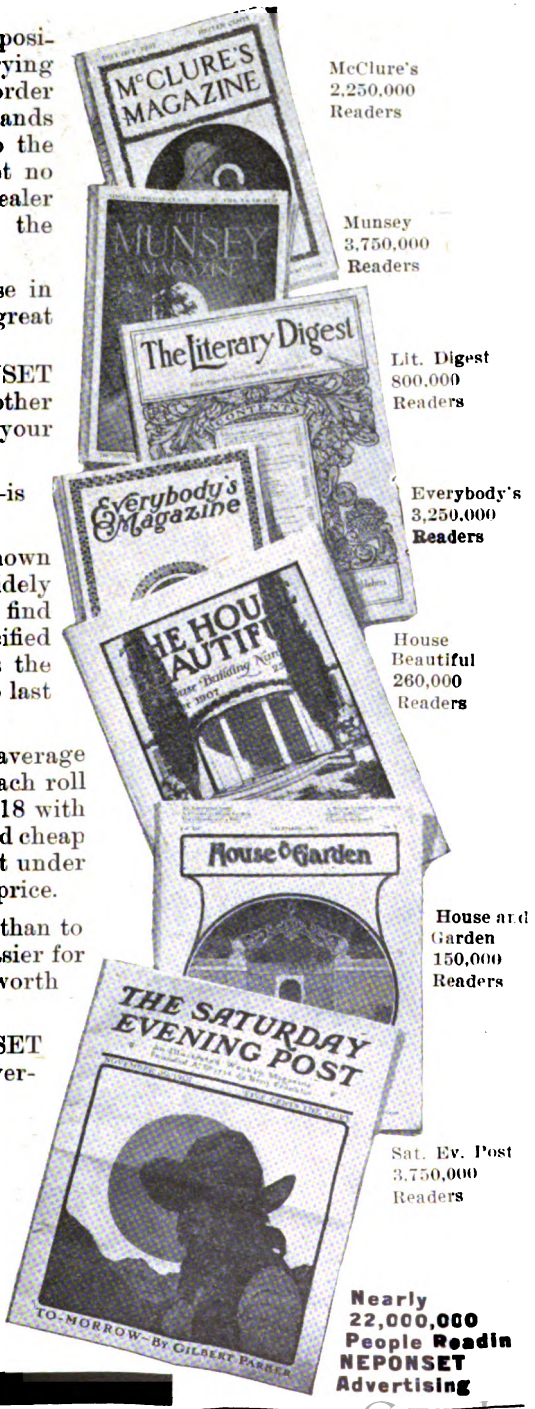
You will not have to stock an unknown material but the best known and most widely used sheathing paper made. You won't find NEPONSET an untried line—it's the specified standard of every good architect. It is the only sheathing paper you can guarantee to last as long as your customer's house.

Ten rolls of sheathing paper cover the average sized house—you make $1.80 profit on each roll of NEPONSET. Compare this profit of $18 with the $3 and $4 made on rosin sized paper and cheap tarred felts if your competitor doesn't cut under you. No standard quality—no standard price.

We make it easier to sell NEPONSET than to sell Rosin Sized or cheap Tarred Felt—easier for you to make $18 than $3 or $4. Is it worth considering?

You can get the profit that NEPONSET offers—you can get the trade that our advertising will help to bring to your doors.

WRITE NOW.



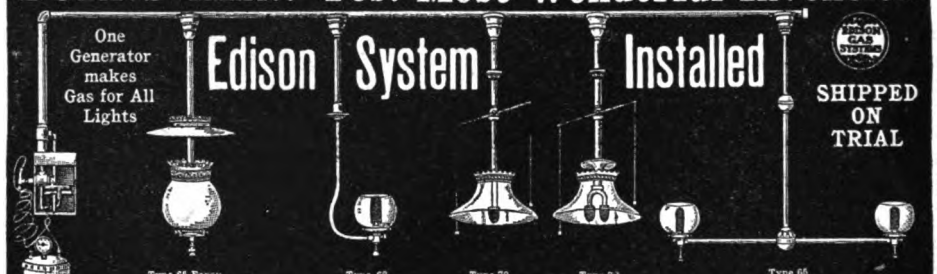
F. W. BIRD & SON
EAST WALPOLE, MASS.

BURNS AIR!! Yes! Most Wonderful Invention

One Generator makes Gas for All Lights

Edison System Installed

SHIPPED ON TRIAL



Type 65 Fancy Type 62 Type 72 Type 73 Type 65

ARGUMENT or no ARGUMENT

Unless you have an "EDISON GAS SYSTEM" you haven't good light. There is no lighting System in the World that has met with such wonderful success as the "EDISON GAS SYSTEM." When you buy get the BEST.—Investigate—The more you do the more certain we are of your order. We absolutely guarantee "EDISON GAS SYSTEMS" to please you and to please each and every one of your valued customers.

Over 65,000 Edison Gas Lights in Daily Use

We Ship Samples to Any One on Approval. WRITE TODAY

We Absolutely Guarantee SATISFACTION

Consolidated Gas & E. Co.

116½ East Lake St. CHICAGO, ILL., U. S. A.

INVESTIGATE—The more you do the more certain we get your order. COME AND SEE US

Pull the Chain and It Lights Instantly



A GASOLINE LIGHTING SYSTEM THAT REQUIRES NO GENERATING; is as convenient as electricity or gas and costs less than one-twentieth as much to operate. Looks like the latest Nernst electric arc lights. It will revolutionize the lighting of stores and homes. Anyone can install and own a lighting plant at a cost of from $20 up, according to the size of the space to be lighted; 500 candle power, two hours a night for a NICKEL A WEEK. Will actually run 40 to 60 hours on one gallon of gasoline. Every outfit carries an eleven-year guarantee backed by a responsibility that is unquestionable. The only objection to gasoline lighting, viz., having to generate the lights before using, entirely overcome. Send for our 48-page catalogue, showing many beautiful designs.

GLORIA LIGHT CO., 24 N. Curtis St., Chicago

20th CENTURY HANGERS







The Simplest, Most Satisfactory, Round Track Hangers and Rail on the market. They sell at sight. Our prices are attractive.

Write to-day.

HUNT, HELM, FERRIS & COMPANY Manufacturers

HARVARD, ILLINOIS

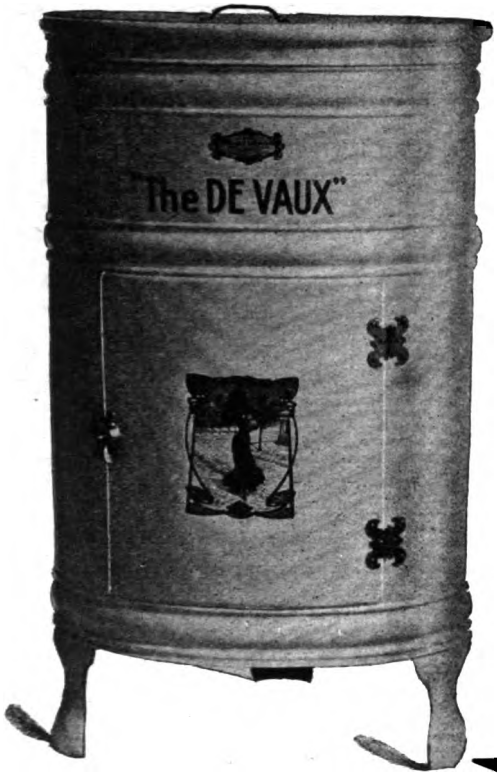
1908 WHOLESALE HARDWARE DIRECTORY 1908

14th Annual Edition Ready January 1, 1908

PRICE, $1.00 POSTPAID :: SEND IN YOUR ORDER

DANIEL T. MALLETT, Publisher 253 Broadway, New York

Digitized by Google



Have You Seen Us?

Cylindrical in shape. Made entirely of galvanized steel. Casing or sides being made of two sheets of galvanized steel one inch apart, lined with linofelt, making a perfect dead air space.

Ice chamber and revolving shelves detachable and easily removed for cleansing, leaving nothing but smooth walls, which can be easily cleansed.

Far Superior to a Wood Refrigerator, as there is nothing to swell, warp or shrink; it will not rust or corrode, nor will it absorb, exude or retain any foreign matter.

De Vaux Sanitary Metallic Refrigerators

THE ACME OF PERFECTION. Saves 25 per cent. of the ice in cooling the air. No corners to accumulate germs or waste matter, no reaching over dishes or daubing the sleeves into the food or knocking things over trying to reach dishes at the back. *Simply turn the shelf as it revolves,* and the article or space is in front of you. Separate chamber for the Green Vegetables, Berries, Fruit and the like (which do not require so low a temperature as other foods), thus eliminating all possibility of taste, odor or any unsanitary conditions that exist in wooden refrigerators.

Finished in imitation oak, white enamel inside. Locks and hinges of solid brass, polished.

Send for Catalogue.

Home Metallic Refrigerator Co.

ALBERT LEA, MINN.

OR

New York House Furnishing Goods Co., 93 Reade St., N. Y.
Farwell, Ozmun, Kirk & Co., St. Paul, Minn.
John A. Dunn Co., St. Anthony Park, St. Paul, Minn.
The Brown-Hurley Hardware Co., Des Moines, Iowa.

DISTRIBUTORS

EVERYTHING for AUTOMOBILE DEALERS AND OWNERS

WE ARE MANUFACTURERS' AGENTS AND DISTRIBUTORS, MANUFACTURERS, IMPORTERS, JOBBERS AND WHOLESALERS OF

AUTOMOBILE *SUPPLIES, MATERIALS, ACCESSORIES AND TOOLS*

WESTERN DISTRIBUTORS OF

CONTINENTAL TIRES BEST BY EVERY TEST

WE GIVE YOUR ORDERS
CAREFUL AND ACCURATE SHIPMENT
PRICES THAT ARE RIGHT
PROMPT AND COURTEOUS ATTENTION

EXCELSIOR SUPPLY CO.

Established 1878

233-235-237 Randolph Street, CHICAGO, ILL.

SEND FOR NEW 1908 CATALOGUE No. 71

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GEM



FLUE STOPS

Absolute Simplicity
Folding Wire Fastener
Sold by all Jobbers

Manufactured only by

J. L. Clark Manufacturing Co.
Rockford, Illinois

Profit For Dealers

Hundreds of dealers write us that they have no bigger money maker than the great car for children, famous everywhere, the

"Irish Mail"

Remember There is only one "Irish Mail." The name is printed in large letters on the seat. It's the car that is geared for speed, yet built so low it doesn't upset. Means loads of fun and health building exercise for the boy or girl. Write for free catalog.

Many are ordering in carload lots. It sells at sight and **there is big profit in it for you.**



Hill-Standard Mfg. Co., 4587 Irish Mail Ave., Anderson, Ind.



KIRCH'S SANITARY
Combination Commode Chamber Pail
Absolutely Odorless

Because cover fits down into groove of water, forming a trap.

Ask Your Jobber

WEBER - KIRCH MFG. CO.
KEOKUK, - - IOWA.

1908 Wholesale Hardware Directory

14th ANNUAL EDITION

THE information given in this Directory consists of a brief description of the Wholesale Hardware Houses of the United States and Canada, giving the

Date Established
Capital Stock
If Incorporated
Territory Covered
Lines of Goods Handled
etc., etc.

PRICE, $1.00, POSTPAID

DANIEL T. MALLETT,
Publisher,
233 Broadway, :: NEW YORK

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Signs of SALESMANSHIP

COES' WRENCHES



Miniature reproduction of a Meyercord Window Sign

That's the correct name for

Meyercord Decalcomania

WINDOW SIGNS

for the very reason that

They Do Sell Goods

The "Proof of the Pudding is in the Eating"

and the fact that Meyercord Window Signs are now considered "part and parcel" of many of the most important products, proving that these signs involve

Pronounced Salesmanship Qualities

If your goods are on sale a MEYERCORD DECALCOMANIA SIGN on the *WINDOW* or *DOOR* of the store will let the public know it and in a way that will impress it on the mind.

By day or night these telling signs hold up your product to the eye of thousands.

Thousands of SATISFIED Advertisers are our References

We want every advertiser in the country to fully investigate the value of MEYERCORD SIGNS as an advertising medium.

Tear off this coupon and send it to us to-day. We will submit an original sketch free.

THE MEYERCORD COMPANY, INC.,
Chamber of Commerce, Chicago.

We sell.....

What would you suggest for a window sign for us? We assume no obligation however by this inquiry.

Name.....

Address.....

The Meyercord Company, Inc.

Chamber of Commerce

CHICAGO

Digitized by Google

OPPORTUNITY

They do me wrong who say I come no more
When once I knock and fail to find you in;
For every day I stand outside your door,
And bid you wake, and ride to fight and win.

Wail not for precious chances passed away,
Weep not for golden ages on the wane!
Each night I burn the records of the day;
At sunrise every soul is born again.

Laugh like a boy at splendors that have sped.
To vanished joys be blind and deaf and dumb;
My judgments seal the dead past with its dead,
But never binds a moment yet to come.

Though deep in mire, wring not your hands and weep,
I lend my arm to all who say "I can!"
No shamefaced outcast ever sank so deep
But yet might rise and be again a man!

Dost thou behold thy lost youth all aghast?
Dost reel from righteous retribution's blow?
Then turn from blotted archives of the past
And find the future's pages white as snow.

Art thou a mourner? Rouse thee from thy spell;
Art thou a sinner? Sins may be forgiven,
Each morning gives thee wings to flee from hell,
Each night a star to guide thy feet to Heaven!

By WALTER MALONE

We wish YOU Happiness and Healthy, Rational, Well-grounded Prosperity

FOR THE NEW YEAR 1908

The Dover Manufacturing Co.

Sole Makers and Patentees of ASBESTOS SAD IRONS

Dated Canal Dover, Ohio,
January 1, 1908.

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American Standard One Hand Rotary Disc

PLANTER "The Old Reliable"

Easily Operated by a Boy or Girl

Fitted with Sheffield's famous adjustable "seed disc," which rotates similar to the disc in a horse planter.

Especially adapted for planting field corn and beans, although used for various other seeds and grains.

Sold in 46 States and Territories of the Union; also 12 foreign countries.

SHEFFIELD POTATO PLANTER

The best features of all others combined in this planter. The handle is adjustable to the height of the operator. The jaws and points are superior to any other.

Send for Descriptive Circulars and Prices.

SHEFFIELD MFG. CO., Burr Oak, Michigan, U. S. A.

The Largest Makers of this Class of Goods in the United States



C. G. Hussey & Company
PITTSBURGH, PA.

Manufacturers of

COPPER

.... *IN*

Sheets - Plates - Rolls
Copper Nails and Tacks
Copper Gaskets.

"YANKEE" CAN AND BOTTLE OPENER



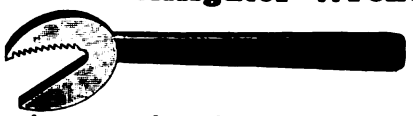
Removes Tin Caps
Pulls Corks
Opens Cans

A BIG LEADER AT 10c.

Costs you no more than the ordinary kind. Write us for name of nearest Jobber.

Taylor Mfg. Co.
HARTFORD, CONN.

The "Y" Alligator Wrench



This makes a very good wrench. Made of good steel, and you will find you can use it in many places. Made by

F. J. McCABE, Shelton, Conn.

MONEY is scarce!
COAL is high!

Now is the Logical Time to sell Ash Sifters.
The "Acme" has more good Selling Points than any other Ash Sifter before the Trade, viz.:

Entirely Automatic.
No Shaking or Revolving Sieves.
Saves Cinders without Trouble or Work.
Saves Cinders without Soiling the Hands.
Pays Good Profit to Dealers.

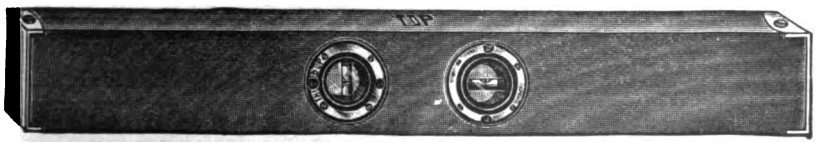
JUST WHAT YOU'RE LOOKING FOR!

Send Postal for Brief, Bright Booklet



ACME BALL-BEARING SALES CO., 56 Warren Street, New York

When you sell Levels —sell the Right Kind.



COOK'S PATENT LEVEL.

A Tool you can sell quickly, profitably and satisfactorily to Carpenters, Masons, Bricklayers, and all who use Levels or Plumbs, is the

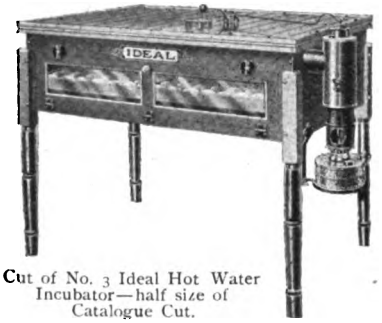
DAVIS & COOK LEVEL

The different Level—with the bulb seen in all positions. Under or over—or 10 feet away. You know the trouble with the old style bulb-in-the-top Level—useless unless you stand over them. For sale by all leading jobbers. Catalogue on application. Made only by

DAVIS & COOK, - Watertown, N. Y., U. S. A.

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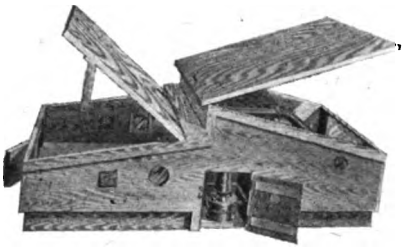
Incubators and Brooders



Cut of No. 3 Ideal Hot Water Incubator—half size of Catalogue Cut.

A PROFITABLE LINE FOR HARDWARE DEALERS!

Cut of No. 3 Ideal Brooder—half size of Catalogue Cut.



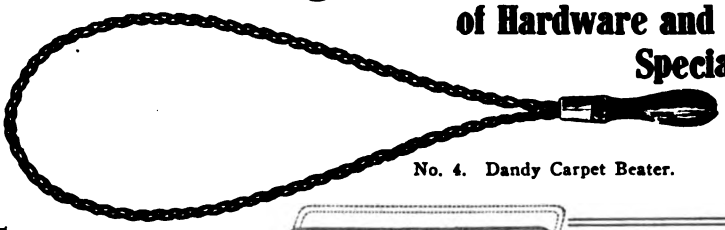
WE have a proposition that will interest every hardware dealer to handle Incubators and Brooders. Our line is **extensively advertised and easy to sell.** Simple and easy to operate, and sell themselves if placed where they can be seen by your customers. **Incubators** are no longer an experiment, but **are just as necessary** in the raising of poultry **as a plow on a farm.** Send for our catalogue and our prices to dealers. You will surely be interested.

J. W. Miller Company

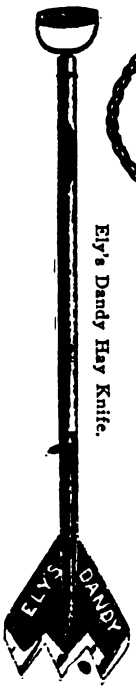
Manufacturers of High-Class Standard Incubators and Brooders.

Box 118, Freeport, Ill., U. S. A.

A Few Good Things From Our Extensive Line of Hardware and Woodenware Specialties



No. 4. Dandy Carpet Beater.

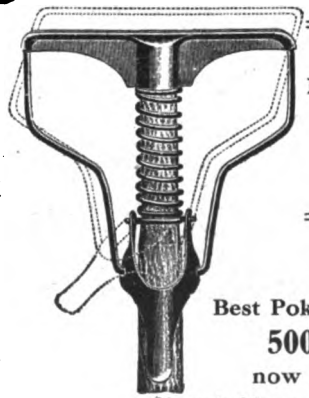


Ely's Dandy Hay Knife.

500,000

No. 13 DANDY MOP STIX sold since Jan. 1st, '06.

Your stock is not complete without the Dandy No. 13.



LARGEST MANUFACTURERS of CROSS-CUT SAW HANDLES in the world.

Best Poke on Earth

500,000

now in use.

KRICK'S METALLIC ADJUSTABLE POKE

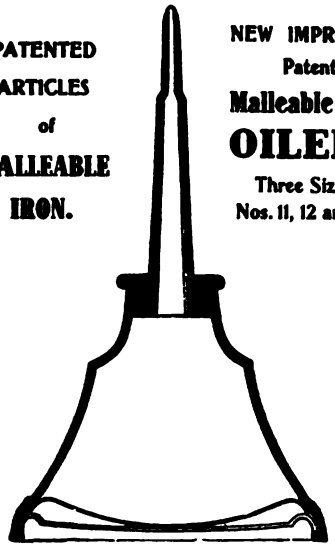
THEO. J. ELY MFG. CO., Girard, Pa.

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PATENTED ARTICLES of MALLEABLE IRON.

NEW IMPROVED Patent Malleable Iron OILERS

Three Sizes, Nos. 11, 12 and 13.



HAMMER'S ADJUSTABLE CLAMPS,
HAMMER'S MALLEABLE IRON OILERS—3 Sizes,
HAMMER'S M. I. HANGING LAMPS.

NEW PATTERN Heavy Screw Clamps. Strongest in the Market. For sale by all the principal Hardware Dealers. Send for Price List.

Malleable Iron Castings of superior quality, and Hardware Specialties in Malleable Iron made to order.

HAMMER & CO., Branford, Conn.



The PERFECTION HOLDER is made specially for stropping the GILLETTE safety razor blades. Insert the blade in the clamp, and strop the same as an ordinary razor. This produces the best results for a keen edge.

Retails for 35 cts.

Prices to the Trade on Application

Perfection Manufacturing Co.

7 Water St., Boston, Mass.



WARRANTED
The Simonds Saw
WORKS
FITCHBURG, MASS. CHICAGO, ILL.
U. S. A.
UNEQUALED IN QUALITY AND UNIFORMITY
BRANCH HOUSES
NEW YORK. NEW ORLEANS. PORTLAND, ORE.
SEATTLE. WASH. SAN FRANCISCO. CAL.
LONDON, ENGLAND. MONTREAL, P.Q.

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EXHIBIT

IN CONNECTION WITH THE
ANNUAL CONVENTION OF THE

OHIO HARDWARE ASSOCIATION

MEMORIAL HALL, COLUMBUS, OHIO.

FEBRUARY 25, 26 AND 27, 1908.

This Exhibit offers the best possible opportunity to show your goods under the most favorable conditions to hundreds of progressive and up-to-date Hardware Merchants. You can talk face to face with the man who sells your goods over the counter.

The Exhibit Committee has given much thought to making this a business proposition for the Exhibitor as well as Retailer.

A large number of Hardware Men attend the Exhibit for the purpose of studying new lines and buying goods.

Memorial Hall is perfectly lighted by electricity. Gas also in building. One-half of each day devoted exclusively to exhibits.

At the request of many of last year's exhibitors, Universal Booths will be erected on part of the floor space. These booths will be decorated in black and orange and finished in the most artistic manner. Electric light in each Universal Booth.

Competent architects have carefully worked out the plan. The whole will present a magnificent appearance.

Other spaces will be left without Universal Booths for those exhibitors who wish to erect their own.

This Convention will bring together the largest number of Retail Hardware Merchants ever assembled.

Write for Plan showing floor space and Isometric Perspective showing the Universal Booths in colors. Reservations made in order in which applications are received.

W. L. JACOBS, Chairman, Youngstown, Ohio.
W. M. CRUMRINE, Salem, Ohio.
J. R. DICKSON, Columbus, Ohio.

FRANK A. BARE, Secretary,
Mansfield, Ohio.

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LUFKIN Measuring Tapes and Rules

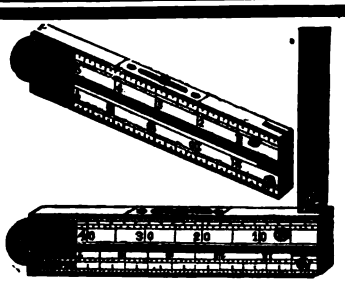


Satisfactory alike to Jobber, Retailer and Consumer. Liberal Protection and Honest Goods make a combination worthy of your notice.

SEND FOR CATALOG

THE LUFKIN RULE CO. SAGINAW, MICH., U. S. A.

New York London, England Windsor, Canada

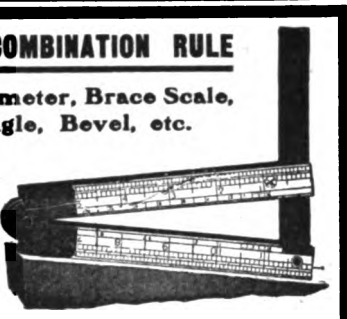


STEPHENS' PATENT COMBINATION RULE

Level, Square, Inclinometer, Brace Scale, Right Angle Triangle, Bevel, etc.

CUTS 1-4 SIZE

Price of Sample by Registered Mail, $2.00 Net



THE CHAPIN-STEPHENS CO.

UNION FACTORY

PINE MEADOW, CONN., U. S. A.

Manufacturers of Rules, Levels, Planes, Gauges, Hand Screws, Etc.



WHAT SHALL THE HARVEST BE BUT GREATER PROSPERITY

YOUNGSTOWN, OHIO
RELIANCE
WARRANTED

Trade Mark Registered in the U. S. Patent Office

Now is the time to look around and discriminate —see where you can buy the finest goods at right prices and put your stock in best possible shape to attract good tool buyers.

Reliance Tools Are Particularly Distinctive

- ¶ Superior Construction.
- ¶ Finest and Most Uniform Temper.
- ¶ Beautifully Finished.
- ¶ Special Handles and otherwise attractive and desirable to fine tool buyers.



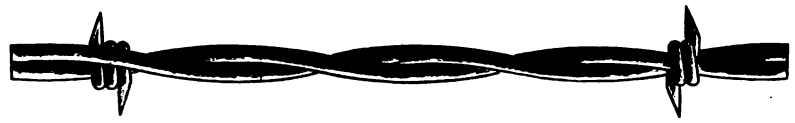
The Reliance Edge Tool Co.

Youngstown, Ohio

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

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"ARROW BRAND" BARBED WIRE

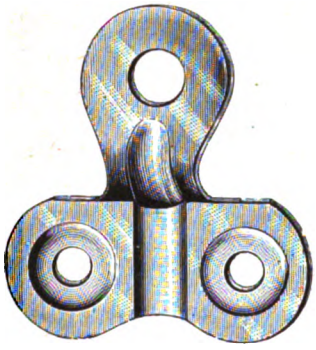


For the convenience of our dealers and their customers we put up our celebrated "Arrow Brand" Barbed Wire in 80 rod Reels. This effects quite a saving, as it avoids the waste and inconvenience of random length reels.

It is made on the well-known Glidden Type, of high-grade galvanized steel wire, and is a high-grade article in every respect.

It is much more profitable to the dealer than ordinary barbed wire. You are missing a valuable opportunity if you do not carry in stock a quantity of this popular specialty. Let us quote you on it.

KEYSTONE STEEL & WIRE COMPANY, - - PEORIA, ILLINOIS



Berger's Wrought Star Ears

This is as fine an ear as can be made. Every piece is perfect, with fine finish, nicely tinned, same size and thickness as our malleable Star Ears. No. 30 corresponds to malleable No. 3, etc. Furnished in gross boxes or in bulk to suit the purchaser.

Samples Mailed Free Upon Request.

BERGER BROS. CO. - Manufacturers

OFFICE AND STORE, 237 Arch Street
WAREROOMS, 100-102-104 Broad Street
FACTORY, 3114-16-18-20 N. 17th Street
Philadelphia





OUR NEW

No. 100—A. FRAMING SQUARE

Has an octagon framing rule on back of body of square; also common framing rule on face. For particulars address

NICHOLLS MFG. CO., - - - - Ottumwa, Iowa

STERLING HACK SAW BLADES



ANY SALESMAN

can sell just "what is called for," a good salesman will push a better article costing less money — making more money for his firm — Sterling Hack Saws Pay.

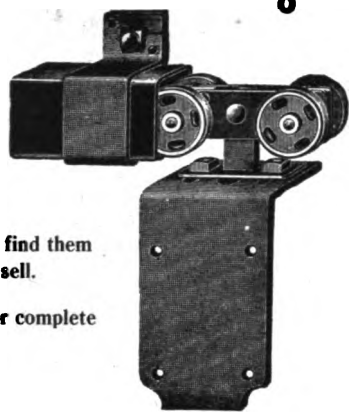
BRITISH OFFICE: 13-15 Wilson St LONDON, E. C., ENGLAND.

DIAMOND SAW & STAMPING WORKS.
357 7TH ST. BUFFALO, N.Y.

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Richards Door Hangers



Dealers find them easy to sell.

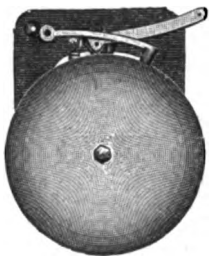
Send for complete catalog.

The trolley type of Barn door Hangers is becoming more popular every day. The track forms a complete covering, and affords a perfectly smooth runway for the hanger. Hanger is roller-bearing and easy to put up and adjust.

MANUFACTURED BY

The Richards Mfg. Co., Aurora, Ill.

TRIP GONGS



from 2 to 24 inches in diameter, manufactured from Steel, Brass or Bell metal, and finished in Black Japan, Aluminum, Nickel or Brass.

Foot, Roof and Conductors' Signal Gongs.
Gong Shells only—all sizes and finishes.

G. C. REITER, Canton, O.

BALDWIN CHAINS AND SPROCKETS

SPROCKETS and DRIVE CHAINS

For Automobiles and Machinery

Write us for price

Baldwin Chain and Mfg. Co.
183 Chandler St., Worcester, Mass.

Agents:
H. V. GREENWOOD, 166 Lake St., Chicago, Ill.
H. D. SIMMONS, 1717 Broadway, New York, N. Y.

STARRETT TOOLS



CATALOG Nº 18

THE L. S. STARRETT CO.
ATHOL, MASS.
U.S.A.
NEW YORK, CHICAGO, LONDON

A New Catalog

232 Pages. Over 300 Illustrations. Lots of New Tools

THIS is the newsiest, handsomest, most convenient and most complete tool catalogue ever issued. Arranged and printed for the special convenience of busy hardware dealers.

Ask for Catalog No. 18X

The L. S. STARRETT CO., Athol, Mass., U. S. A.

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THE "PONY"

For which we have reserved this space, is a

RIVETING MACHINE

For setting Tubular and Bifurcated Rivets

IT'S GUARANTEED

to be made of malleable iron and free from imperfections in workmanship or material.
Why not sell the guaranteed kind? Catalogue for the asking.

F. H. SMITH MFG. CO., CHICAGO, ILL., U. S. A.

Ask your Jobber
FOR
"WOODHOUSE CHAINS"

Traces, Cow Ties, Heel Chains; Proof Coil, Machine and Hand-Made. Crane Chains.

WOODHOUSE CHAIN WORKS
TRENTON, N. J.

RIVETING MACHINE



Automatic Wire Straighteners and Cutters
Riveting Machines
Cotter Pin Machines
Buckle Tongue Machines
S Hook Machines
Cold Roll Swaging Machines
Staple Machines
Butt Milling Machines
Butt Drilling Machines
Sprue Cutters
Special Automatic Wire Forming Machinery

The F. B. Shuster Co.
Formerly John Adt & Son
New Haven, . . Conn.



STOP THAT LEAK

TRADE MARK
Solderene
Patented Feb. 18, 1908.

MENDS LEAKY PANS;
BROKEN HANDLES
PORCELAIN WARE, Etc., Etc.

and a Candle are all you need to make a permanent repair.

EASY TO USE

Full Directions with Each Stick — For Sale Everywhere

Dept. K. PRICE, TEN CENTS. DISCOUNT TO THE TRADE

SOLDERENE COMPANY, 53 State Street, Boston, Mass.

TUCKS' TOOLS

(BEST IN THE WORLD)



TUCK MFG. CO., Brockton, Mass.

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"NEVER-BREAK"
TRADE MARK

Steel Spiders, Griddles and Kettles

Cooking Utensils That Do Not Warp, Scorch, Burn or Spoil Food.



Ask for Catalog.

The Genuine Branded "NEVER-BREAK." Imitations Fool the Foolish.

THE AVERY STAMPING CO.
Exclusive Manufacturers. CLEVELAND, OHIO

Just Read the Dial



PELOUZE POSTAL SCALES
Warranted
"They tell everything at a glance"

Besides giving the accurate weight by ⅛ ozs., they tell instantly the exact cost of postage *in cents* on all mail matter.

Invaluable to the office, store and home. Liberal profits to dealers. Extensively advertised. Quick sellers.

		Retail.
National	4 lbs.	$3.00
Union	2½ lbs.	2.50
Columbian	2 lbs.	2.00
Star	1 lb.	1.50
Crescent	1 lb.	1.00

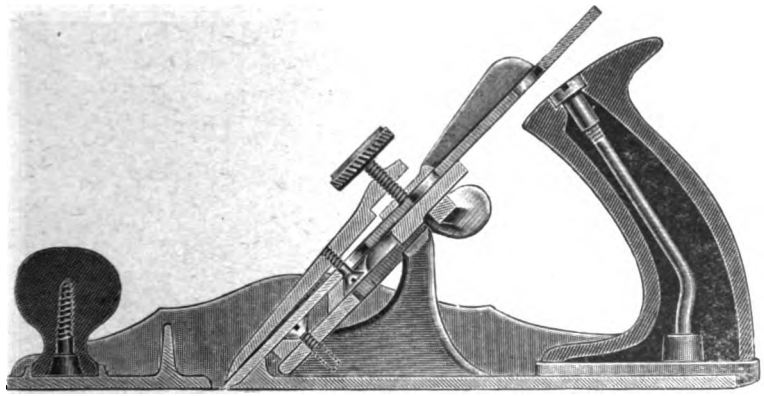
If your jobber cannot supply you order direct.

PELOUZE SCALE & MFG. CO.
118-132 W. Jackson Boulevard, CHICAGO

MANUFACTURERS OF 40 STYLES OF SCALES
Family, Market, Confectionery and Postal
Send for Catalog "H"

The Perfect Plane

ASK FOR THE CHAPLIN



SECTIONAL VIEW

Note Simplicity of Construction

Catalogue free on request.

TOWER & LYON COMPANY
95 Chambers St., New York City

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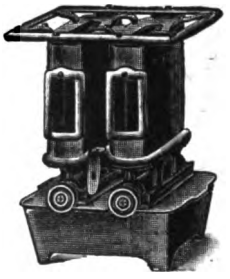
The Taylor & Boggis Foundry Co.

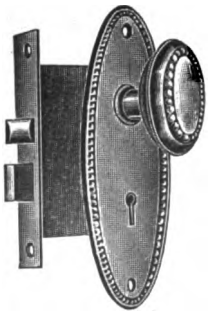
CLEVELAND, OHIO

MANUFACTURERS OF

LIGHT GRAY IRON CASTINGS, BUILDERS' HARDWARE

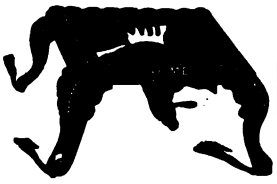
Dampers, Damper Clips, Oil and Gas Stoves, Furnace Lamps, Molasses Gates, Letter Boxes, Hardware Specialties.













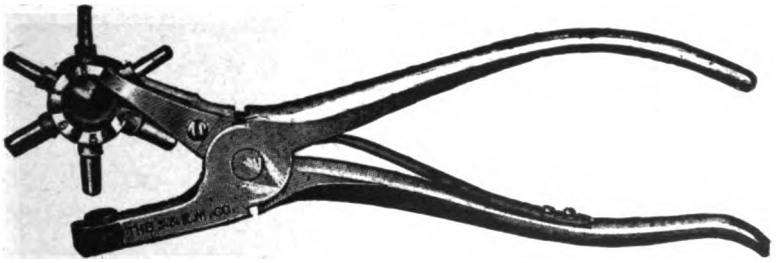


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Revolving Belt Punches



TUBES FOR REVOLVING PUNCHES



Write for Catalogue of HARDWARE SPECIALTIES

THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

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OVER 50,000 TONS *of* CLINTON WELDED WIRE GOODS SOLD LAST YEAR

For over half a century we have been manufacturing wire cloth of every description, embracing woven wire fence, electrically welded wire fabrics for concrete construction, wire lath, hexagonal netting, perforated metals, etc. During this entire period Clinton Wire Goods have been the standard in their line.

Our facilities for manufacturing are perhaps best described by stating that we can furnish any mesh from any kind or size of wire that can be woven on the most approved types of power looms. Our machinery has been designed by experts, and we are thus in a position to produce goods which will prove satisfactory wherever used.

Our policy has been to produce an article first-class in every respect, and then improving the machinery on which it is made so as to reduce its cost to the lowest possible point consistent with the maintenance of this standard.

Our large and constantly increasing sales have obliged us to make frequent additions to our manufacturing plant, which is now equipped with the most up-to-date machinery embodying every improvement suggested by experience and ingenuity.

Large stocks of the standard styles of our goods are carried at our factories and branch offices, and orders can therefore be shipped on sight.

Catalogs of Poultry Netting, Galvanized Wire Netting, Wire Lath, the Clinton Fireproofing System and Perforated Metals sent free on application.

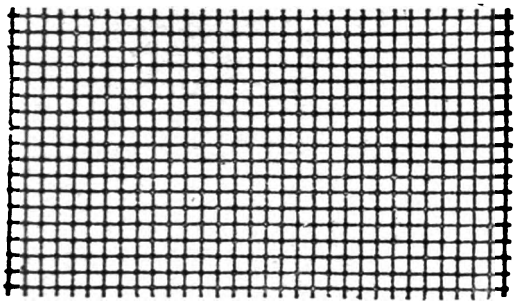
CLINTON WIRE CLOTH COMPANY

CLINTON, MASS.

Branch offices at

NEW YORK *BOSTON* *CHICAGO* *SAN FRANCISCO*

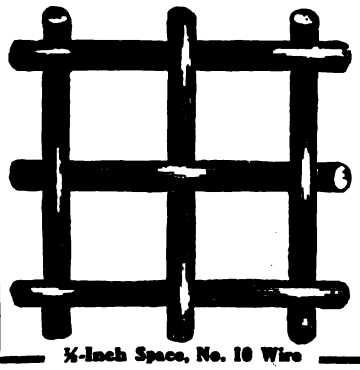
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"Galvanized Hex Nettings and Wire Cloth"

WIRE CLOTH, *all kinds*
Fly Screen Cloth, Painted, Galvanized or Bronze.
SCREENS,
Coal, Ore or Sand.
RIDDLES,
Hardware, Foundry and Coal.
Quality right, Prices right.
Write for them.

The Ludlow-Saylor Wire Co.
ST. LOUIS, MO., U. S. A.



½-Inch Space, No. 10 Wire

WIRE CLOTH

Largest Assortment. All Meshes. All Kinds. Steel, Galvanized and other materials. Write us—Get our No. 5-E Catalogue.

Artistic METAL WORK
WIREWORK.

BUFFALO WIRE WORKS COMPANY
BUFFALO, N. Y.

The Old Reliable—Always Satisfactory

JERSEY

Poultry Netting
Farm and Lawn Fencing
Window Screen Wire Cloth
Coal Screens

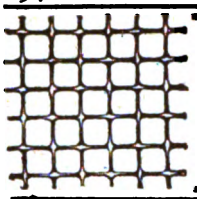
All kinds of Wire Cloth—From all kinds of wire

THE NEW JERSEY WIRE CLOTH COMPANY
TRENTON, N. J.

PEARL WIRE CLOTH

Wears four to five times longer than painted window screen cloth.
All genuine has copper wire selvages.
MANUFACTURED BY
THE GILBERT & BENNETT MFG. CO.
GEORGETOWN CONN. - NEW YORK - CHICAGO - KANSAS CITY

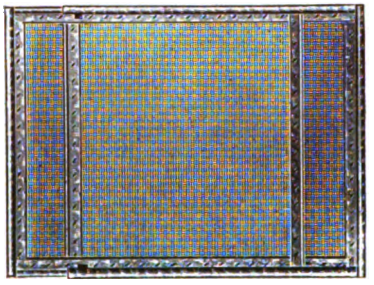
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WRIGHT WIRE COMPANY

WORCESTER, MASS.

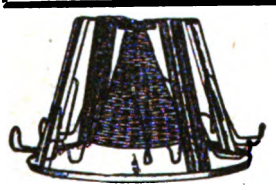
Wire Cloth, Poultry Netting, Staples, Wire Picture Cord and Other Wire Goods *Wire Clothes Lines*



FLY FIRE Proof

Proof Against Disease Germs
Rust Proof :: Weather Proof
DURABLE AND PRACTICAL
Ask Your Jobbers

THE METALLIC SCREEN COMPANY
COLLINS, WISCONSIN



This WIRE CONE TOASTER

Has proved to be the only perfect toaster made. It toasts four slices in less than two minutes, and the coffee can be made on top. Only a trial will prove its superiority.

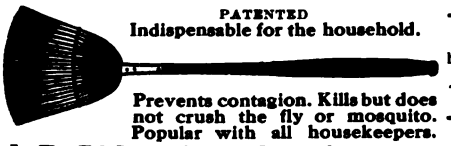
Manufactured by HARKINS & WILLIS Ann Arbor, Mich.

Representative: E. S. PEASE 712 Temple Court New York

THE BIGELOW WIRE FLY KILLER

PATENTED

Indispensable for the household.



Prevents contagion. Kills but does not crush the fly or mosquito. Popular with all housekeepers.

J. F. BIGELOW, Manufacturer
Worcester, Mass.

Sold by the hardware trade. Send for prices.

SANITARY WIRE SINK BRUSH

Will not rust.



Non-absorbent. No disease germ can adhere to the brush



Display Holder

NEW YORK AGENTS:
WILSON BROS., 107 Chambers St., N. Y.

Spring Steel Stock and Poultry Fence

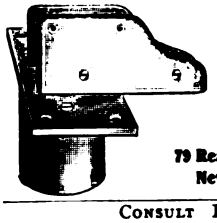


Made of High Carbon Spring Wire. Suitable for all purposes. Farm Gates and Fence Stretchers.
SPRING STEEL FENCE & WIRE CO., ANDERSON, IND.

KICKER'S

For double seaming either wide or narrow guage. If you do much work you cannot afford to be without them. Increase your profits by using up to date tools. I have an interesting price to make any man that wants a set.

L. D. Berger
59 N 2nd St
Philada Pa



SUPERIOR

FLOOR SPRING HINGES AND DOOR HOLDERS

Best and Neatest Yet

Order from your Jobber. If he hasn't them, write us, but take no substitute

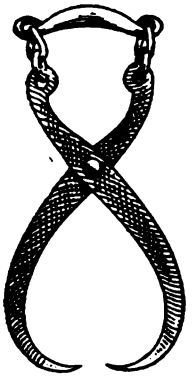
79 Reade Street New York

SUPERIOR SPRING HINGE CO.
123 South Clinton St., Chicago, Ill.

322 E. Third St. Los Angeles, Cal.



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ICE

The Real Thing

CINCINNATI CHAIN TONGS

Made of FILE STEEL. Most durable on the market.

PRICES RIGHT. PROFIT GOOD.

We make all kinds of Ice Tools

E. G. SCHUTTE & CO., 230 Stark Street CINCINNATI, OHIO



The up-to-date Hardware Dealers sell the Original

MATCHLESS

Floor Hinge, Jamb Hinges and Hardware Specialties

If you cannot procure of your jobbers, write us



Lawson Mfg. Co., 40 DEARBORN ST. CHICAGO, ILL. *Ask for our new Catalogue No. 27*



OILS

MONEY OILS

"3 IN ONE"

is the oil that makes you money—real hard iron dollars. Listen:

"3 IN ONE"

lubricates any mechanism; cleans and polishes every veneered or varnished surface, furniture, pianos, etc.; prevents rust on all metals, indoors or out. Every home needs it. Your customers want it.

Small size, packed 2 dozen in wood box.
Large size, packed 1 dozen in wood box.

Your profit is 50 per cent.

Small size retails at 10c.; large size, 25c. Your profit is 100 per cent. Sales repeat and increase rapidly.

G. W. COLE COMPANY

42 Broadway, New York City **Manufacturers**

Sold by all Jobbers

Time and Money Maker

OUR FOLDING AND ADJUSTABLE HANDLE DRAW KNIFE

A time-saver and money-maker for both dealer and user. Requires *less time to sell*, as its admirable points speak for themselves.



Saves the user's time, because *it will adjust to any position*, making itself *adaptable to the most awkward places*. Handles absolutely rigid when set. Made in 6 in., 7 in., 8 in., 9 in. and 10 in. lengths.

STRONG INDUCEMENTS TO THE TRADE

Best Cast Steel
Handy and Compact

Write for Prices and Discounts.

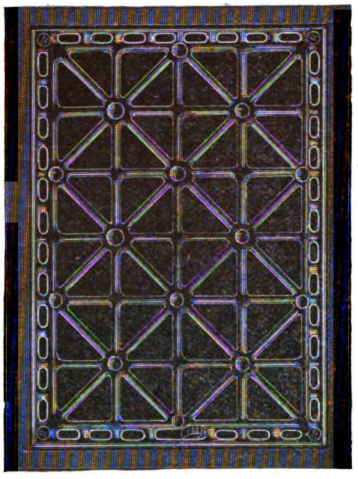
A. J. WILKINSON & CO.

180-188 Washington Street, Boston, Mass.

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TU-BO

ALL STEEL REGISTER



TU-BO COMPLETE
PATENTED JAN. 8, '04

WE HAVE THE FACE to say that the TU-BO pressed steel register has made the hit of the year in the hardware and building lines.

The demand for these registers and the satisfaction they are giving bears out our statement.

The handsome design, tubular construction and beauty of finish of TU-BO faces, combined with the lightness and **noiseless** operation of TU-BO registers, make a ONE, TWO, THREE selling proposition.

It is up to you, Mr. Dealer, to be ready to supply the demand for the TU-BO

The Columbian Hardware Co.

Manufacturers of Art Hardware

CLEVELAND, O.

New York 168 Church Street

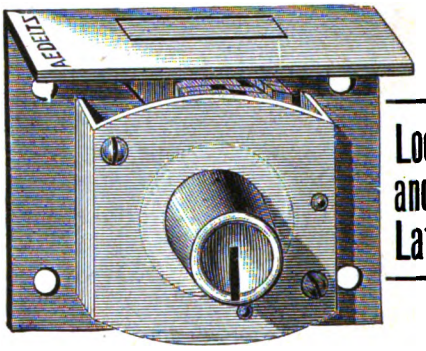
Chicago 45 Lake Street

A NECESSITY



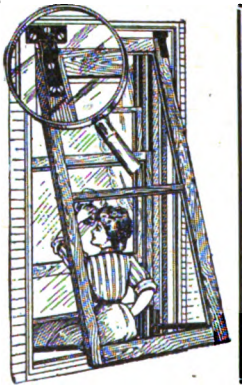
To the Hardware Dealer now-adays is a complete line of small drinking water and kitchen Filters. The *LYNN* is known, advertised and used all over this country. Possibly a little high in price, but a great deal higher in quality, and workmanship, than any on the market to-day. Each Filter boxed separately to fit the shelves of your store. All polished brass fittings. Make a handsome appearance and are sellers on sight. Write for our latest discounts. Liberal offer to dealers.

The Lynn Filter Mfg. Co. Cincinnati Ohio



Locks and Latches

ALONZO E. DEITZ, 73-75 Clymer St. **Brooklyn, N.Y.**



PHENIX
HANGERS AND FASTENERS
Solve the Problem

How to Hang and Fasten Window Screens and Storm Windows.

Easily hung or removed from inside. Clean Windows, Ideal Ventilation. No flies, solid comfort. Retail at 10c., 15c., 20c. and 30c. per set with screws. For catalogue and trade discounts address

Phenix Mfg. Co.
634 Center Street Milwaukee, Wis.



Use the Best

The "Sure Grip"
Steel Tackle Block

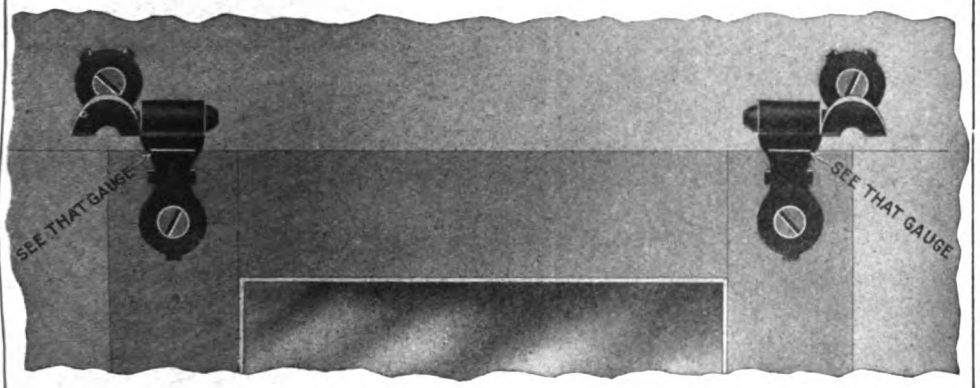
is taking the place of all other hoisting blocks : :

Send for catalogue and discounts

FULTON IRON WORKS
18 BRUSH ST., DETROIT, MICH.

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Watrous No. 17 Storm Sash Hanger

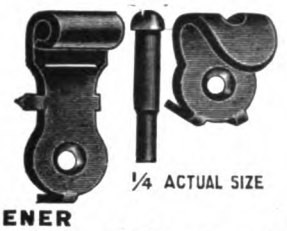


Saves more than its cost in time and labor.

Easy to locate, the gauge shows just where the edge of the wood ought to come, and makes mistakes impossible.

Points set in with a hammer, leaving both hands free to set in the screws.

The points hold better than screws; they don't let the hinge give and work loose.



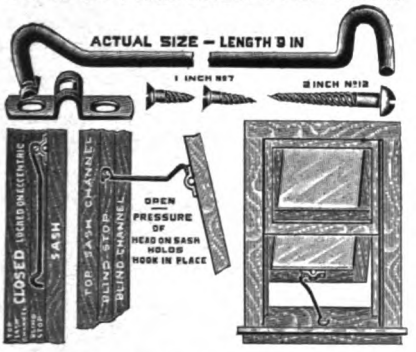
¼ ACTUAL SIZE

Only four screws to set instead of twelve.

Every part japanned, even the screws; no rusty streaks down the casing.

Mounted sales model free with order of three dozen or more. Order from your jobber.

No. 2 STORM SASH FASTENER



Locks on eccentric, draws sash tight and holds it fast.

When sash is opened for ventilation the rod slides out over the screw and locks automatically at the end.

No danger of sash being blown off in hands of children or careless servants.

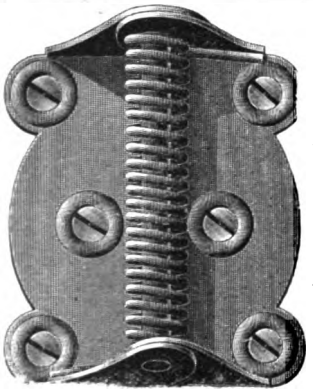
Simple and easy to put on.

It cannot rattle.



Steel Door Buttons, Screen Door Catches, Screen Window Catches, Etc.

E. L. WATROUS MFG. CO., DES MOINE IOWA



The No. 888 non-hold back screw door hinge. We also manufacture the No. 777 and Buckeye steel hold back. Ask for prices.

The Shelby Spring Hinge Co.
SHELBY, O.

The 20th Century Mail Box



Used for free delivery in CITIES ONLY.

Inside dimensions 10 x 5½ x 2¼ inches.

Order by NAME from **YOUR JOBBER.**

W. F. HEISE MFG. CO.
66 Union Park Court
CHICAGO, - ILL.

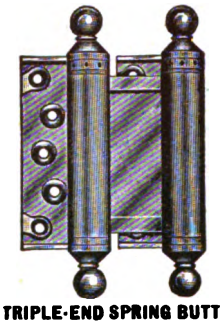
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CHICAGO SPRING BUTTS

TRADE CSB CO MARK

A PRODUCT OF RECOGNIZED SUPERIORITY

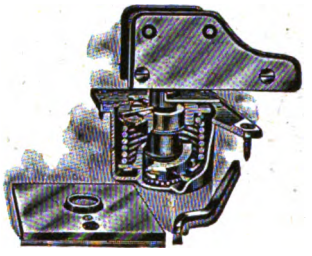
DURABILITY EFFICIENCY



TRIPLE-END SPRING BUTT



CHICAGO SPRING BUTT



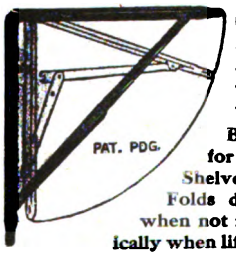
CHICAGO FLOOR HINGE

TRADE CSB CO MARK

Chicago Spring Butt Company

CHICAGO CATALOGUE ON REQUEST NEW YORK

TRADE CSB CO MARK



GRIFFIN'S FOLDING BRACKET

Best and only Bracket for Folding or Swinging Shelves.

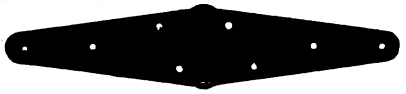
Folds down against the wall when not in use. Locks automatically when lifted up.



Griffin's Pressed Steel Shelf Brackets

(PATENTED.)

Are the strongest, best finished and best selling goods on the market.



Strap, T and Butt Hinges

THE GRIFFIN MFG. CO.

ERIE, PENNSYLVANIA

STANLEY'S STEEL CORRUGATED STRAP and T HINGES



LEADERS IN THEIR LINE

For Sale by All Jobbers

Send for "Autobiography of a Yankee Hinge." Mailed Free

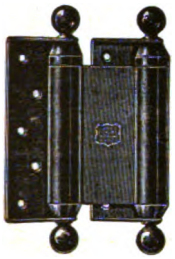
THE STANLEY WORKS

79 Chambers St., New York — NEW BRITAIN, CONN.

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BOMMER SPRING HINGES

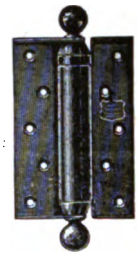
ARE QUALITY GOODS



Durable
Neat
Efficient
Reliable



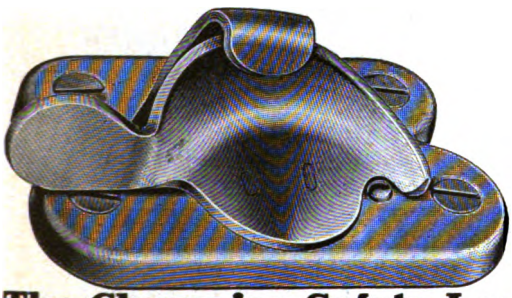
The
Springs
never
go lame



Spring Hinges lead the strenuous life in Builders' Hardware; no other article in the entire line endures such wear and tear; therefore don't err in judgment, use Bommer Spring Hinges, they stand up to their work.

Bommer Brothers, Manufacturers, Brooklyn, N. Y.

MONITOR SASH LOCKS



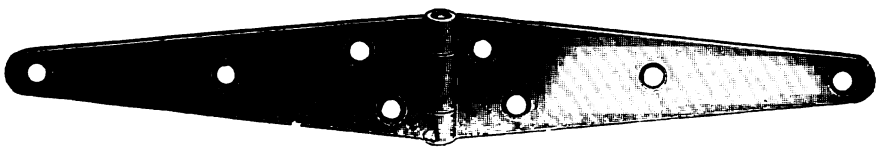
NEVER BREAK

TRADE-MARK

Your customer wants them, and You sell them, because they are the best

"A man often pays dear for a small frugality"

The Champion Safety Lock Co. - Geneva, Ohio



We manufacture and carry in stock at all times a complete line of STRAP and "T" HINGES, HINGE HASPS, HASPS, HOOKS and STAPLES, STAPLES Etc. Our prices will interest you.

NATIONAL MANUFACTURING CO., Sterling, Ill.

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ROBERTSON "HORSESHOE MAGNET" HAMMERS

(Trade Mark)

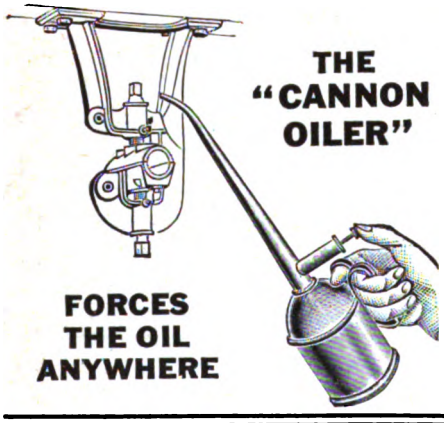


Every hammer stamped with name and trade mark

For BILL POSTERS, TRAVELING ADVERTISERS, UNDERTAKERS, UPHOLSTERERS, PAPER-HANGERS, Etc. Also Tack Hammer size for household and general use. Forged from fine steel, warranted strong, permanent magnets.

Illustrated price list mailed on request.

ARTHUR R. ROBERTSON, Sole Manufacturer (Owner of the Horseshoe Magnet Trade Marks), **144 Oliver Street, Boston, Mass.**



It's a Fierce Pump

That is why it never fails to work. The spout cannot clog as it is always full of oil. You press the plunger—That's all!

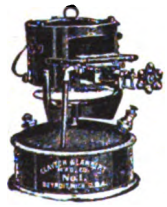
Needed by every user of farm implements, traction engines, gasoline engines, automobiles, and all kinds of machinery. That is what makes it a good thing to sell.

Made in 4 sizes.

Sold by Hardware Jobbers. Manufactured by

R. E. BLOOMER, Kelthsburg, Ill.

IT'S UP TO YOU



No. 1 FIRE POT
$6.00 Net

Jobbers supply at factory price, or we will ship direct if cash accompanies the order.

If you can buy a time, money and gasoline-saving tool, one always ready for business, one you never have to fuss and tinker with, one that contributes to your skill and money making power, would you hesitate long in ordering? We can supply you with just that kind of Fire Pot and Torch. It's up to you—whether you will do botchy work with poor tools, or use the best in turning out first class jobs.

What's worth doing is worth doing well. That which is used in doing it must be right, or the work is faulty, botchy, wrong — unsatisfactory. Nothing so mean as a "cranky" fire pot or torch. It just simply discourages a man into poor work—wasting your time and money. We don't make that kind.

Read our free booklet. It tells you "what does the work."

Clayton & Lambert Mfg. Co., Detroit, Mich. U. S. A.



Hartwell Bros.

CHICAGO HEIGHTS, ILL.



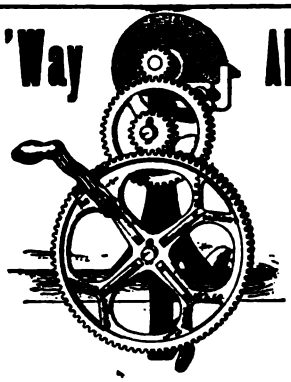
Manufacture the **Celebrated "Chieftain" and "Axeman's Pride" Axe Handles.**



Also a Full Line of Hickory Handles. Ask your Jobber.

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"Way Ahead"



Of the grindstone or any other apparatus for sharpening table or kitchen cutlery or edge tools of every kind are our

HAND AND FOOT POWER

Grinders and Tool Sharpeners

Four sizes. Needed in every home—every day in the year.
Every grinder guaranteed.
Be sure; Get our catalogue with Discounts to the trade—to-day.

ROYAL MANUFACTURING CO.
206 E. Walnut St., Lancaster, Pa., U. S. A.

New York, 176 Fulton St., Herbert Porzer & Co., Mgrs.
Chicago, 113-115 Michigan St., E. G. Curtis & Son, Mgrs.

THE DEMAND IS FOR THE

Bissell



As another proof of the constantly growing demand for the Bissell sweeper, notwithstanding the money stringency that broke upon the country about Nov. 1st, and the general upsetting of trade that followed, we closed Dec. 31st the largest year's business in our history. It takes recognized mechanical superiority and a strong advertising campaign to make such results possible, in the face of the widespread conservatism that prevailed from Nov. 1st to the close of the year.

For the year 1908 our advertising will be bigger, broader and better than anything we have ever done in the past, and this will mean increased demand for the Bissell and greater profit to our customers.

Bear in mind that Price Maintenance as applied to the Bissell means something, as it assures to every dealer handling our sweeper a good margin of profit.

Write for our New Year's Offer.

BISSELL CARPET SWEEPER CO.
Grand Rapids, Mich.

(Largest and only exclusive manufacturers of carpet sweepers in the world.)

BRANCHES:
New York London Niagara Falls, Ont. Paris, France

Hardware and Implement Dealers



BE READY

to meet the demand which we are creating for THE

Illinois Dairy Separator

¶ We have just awarded a contract to the *largest advertising agency in the world* for an advertising campaign. To start at once.

This will aggregate many thousand dollars. Bound to bring results to live dealers.

Supreme Among Dairy Separators

Among its Advantages are

Complete Separation
Ease of Operation
Improved Safety Clutch
Ease of Cleaning
Great Durability
Low Down Supply Can
Involute Turbine Disc

BACKED BY OUR GUARANTEE

¶ Because it is made much heavier than any other machine of its kind, has simplest and most highly perfected speed mechanism and built to last from 18 to 20 years.

Write for Catalogue and Prices.

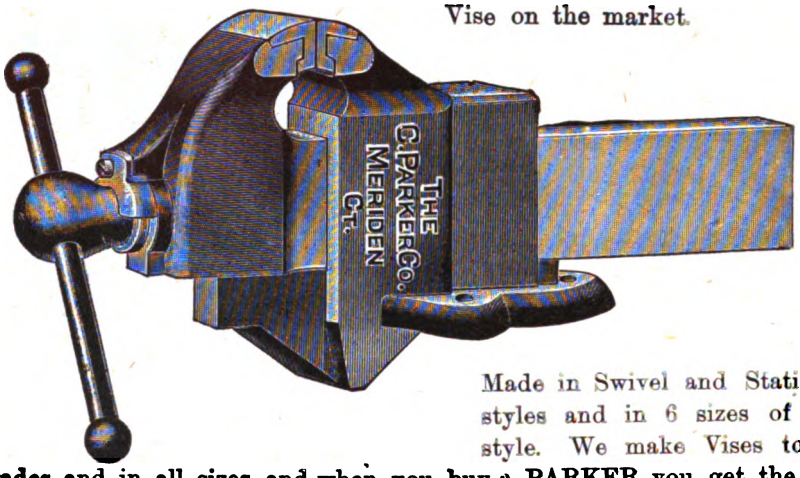
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

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THE BEST AND LATEST IN VISES

The Parker Reinforced Slide

Solid Steel Bar running entire length of slide, making it the strongest Vise on the market.



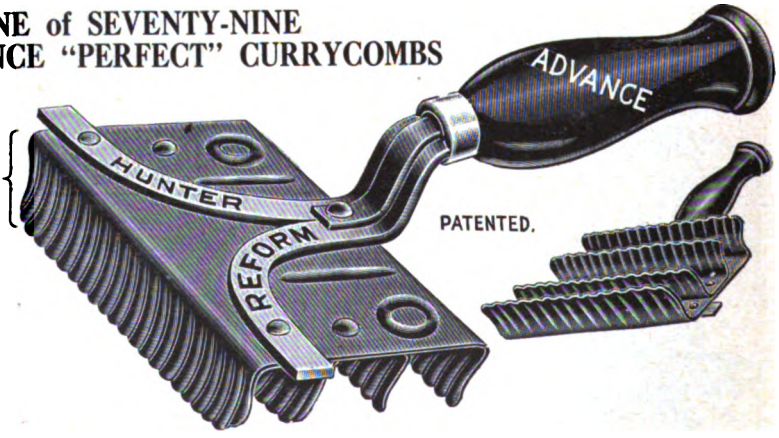
Made in Swivel and Stationary styles and in 6 sizes of each style. We make Vises to suit all trades and in all sizes, and when you buy a PARKER you get the BEST.

THE CHARLES PARKER COMPANY,

N. Y. Salesroom, 32 Warren St. Factories, Meriden, Conn.

The "Hunter" Reform Comb

only ONE of SEVENTY-NINE
ADVANCE "PERFECT" CURRYCOMBS



ONE INCH HIGH

EASY TO GRASP

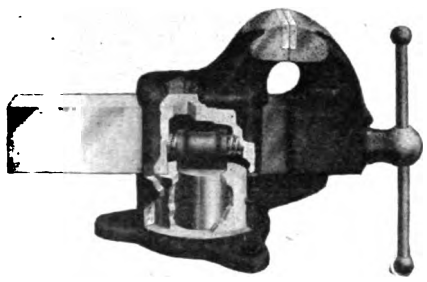
HUMANE
Has no teeth to scratch.

Made of *hard* cold rolled steel. Will not bend or break.

ASK YOUR JOBBER
If he hasn't them, write us

Advance Manufacturing Co., Racine Junction, Wis.

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NOTE ITS SIMPLICITY

Automatic Swivel

Locks automatically by tightening the jaws

SAVES 20 PER CENT. VISE LABOR

Send for Catalogue

ROCK ISLAND TOOL CO. ROCK ISLAND ILLINOIS, U.S.A.

ROCK ISLAND

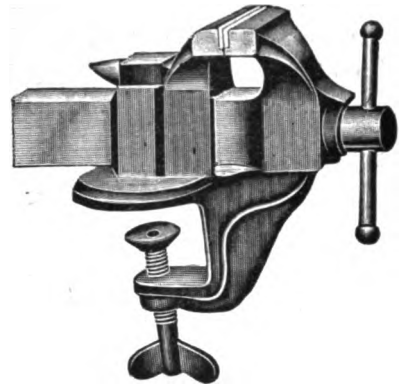
NEW YORK
136 LIBERTY ST.

CHICAGO
116 LAKE ST.

DENVER, 208 McPHEE BUILDING

"Jersey Vises"

A complete line of High Grade Amateur Vises, both Steel and Iron Jaws. We have a Vise proposition for live Tool Dealers. Better send for it.



LEAVENS MFG. CO.
Vineland, N. J.

WHO WILL BE THE NEXT PRESIDENT?



This momentous question, heard on every hand, will be answered and ANSWERED RIGHT later on by the people at the ballot box. In the meantime business will go forward just the same—new homes will be established—new housekeeping outfits will be called for—the party that has the right goods will get the business.

LAVA AND VOLCANIC ENAMELED WARE

Stands the test of service. For DURABILITY, FINISH and GOOD SELLING QUALITIES it has no superior and few equals. Our 1908 patterns are finer than ever, our line is more complete and we are in better position than ever to take care of our patrons.

If unacquainted with our ware send for our Illustrated Catalogue, Prices and FREE SAMPLE WASH BASIN

Mention Hardware Dealers' Magazine

THE CLEVELAND STAMPING & TOOL COMPANY

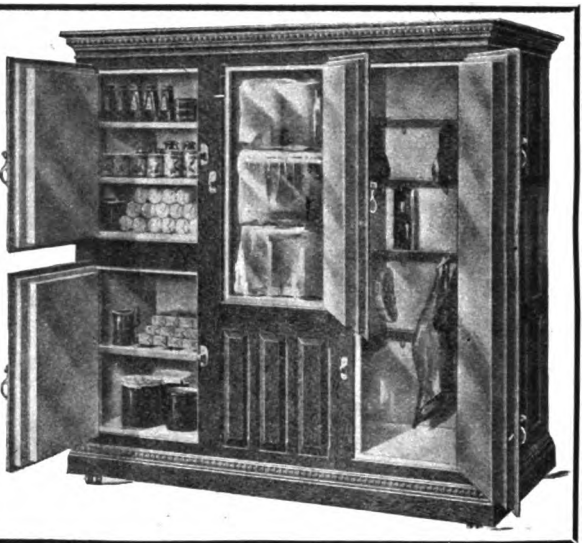
CLEVELAND, OHIO

ROBT. F. HALL, Portland, Ore., Pacific Coast Agent. SPENCE MFG. CO., Agents, St. Paul, Minn.

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

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INSULATION AND CIRCULATION



These are the two features of

Alaska Refrigerators

which have made them successful in ALL climates.

Alaska Refrigerators are constructed differently from the others.

Ask for our catalogues and prices.

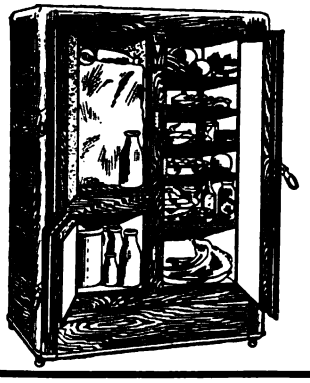
ZINC, WHITE ENAMEL, PORCELAIN AND OPALITE LININGS

THE ALASKA REFRIGERATOR COMPANY

Exclusive Refrigerator Manufacturers

MUSKEGON, MICHIGAN

New York Office: 35 Warren St., New York City



WHAT'S THE USE

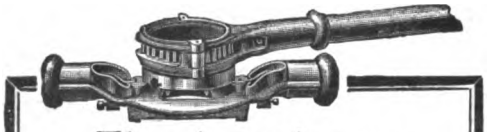
selling cheap refrigerators at small profit when your customers *prefer* to pay you twice as much for the

LEONARD CLEANABLE

"Made in Grand Rapids." That's why they want it. Round corners; polished oak; nickel trim; nine walls; porcelain lined. People read about them in the magazines. We sell only through the trade and help our dealers with advertising matter.

Write for Catalogue and the Agency.

G. R. REFRIGERATOR CO., 21 MARKET STREET, GRAND RAPIDS, MICH.



The Armstrong Ratchet Attachment

for genuine Armstrong Die Stocks for threading pipe in position, close to ceilings or walls in corners or ditches, fills the bill admirably.

Write for Catalogue and Dealer's Prices

THE ARMSTRONG MFG. CO.

291 Knowlton Street Bridgeport, Conn.

GENUINE BARNES

PIPE CUTTERS

Kerosene Furnaces

Bicycle Wrenches

Hand and Foot Power Sawing Machines
Brass Tubular Steering Wheels for Yachts

MANUFACTURED BY

The Barnes Tool Company

NEW HAVEN, CONN., U. S. A.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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1908 Lawn Mowers

Send for our Catalogue



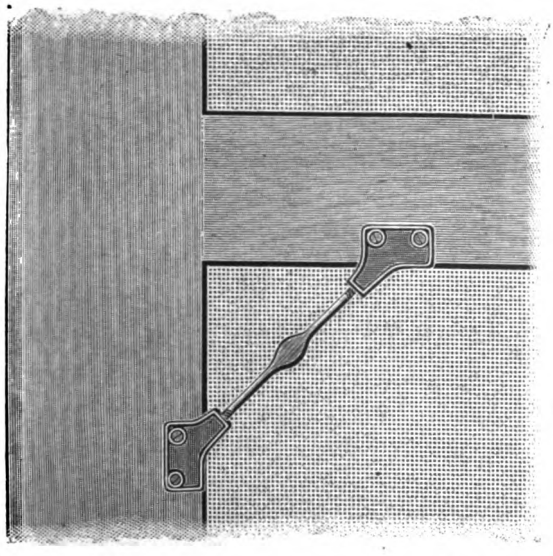
CHADBORN & COLDWELL MFG. CO.
Newburgh, N. Y., U. S. A.

The Original Improved CYCLONE



For nearly Forty Years our Sowers have been Favorites with Farmers in This and Other Countries. They are Easy to Sell because the Demand is Already Made and Pay Good Profits.
Ask the Jobber about it or write us.

CYCLONE SEEDER CO.,
Est. 1868 Urbana, Ind., U. S. A.
London Office: 169 Queen Victoria St., London, E. C.



Brace Up

Your screen and storm doors with the Warner. It will square up a sagged door and hold it as firm as a rock. A sure cure for weak jointed screen doors.

A postal will bring you valuable information about this and 400 other business bracers.

ARCADE MFG. CO., Freeport, Ill.

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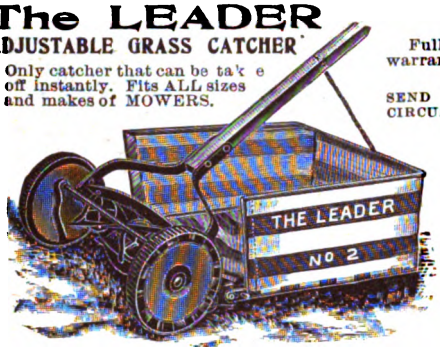
The LEADER

ADJUSTABLE GRASS CATCHER

Only catcher that can be taken off instantly. Fits ALL sizes and makes of MOWERS.

Fully warranted

SEND FOR CIRCULAR



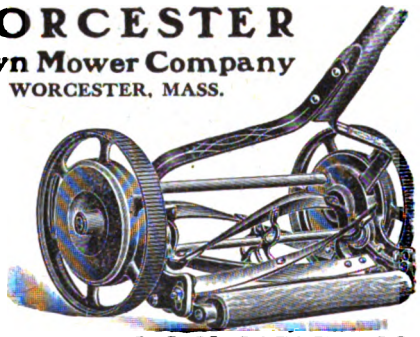
CARL HASSERIES Central and Woodlawn Avenue CLEVELAND, OHIO

WORCESTER

Lawn Mower Company

WORCESTER, MASS.

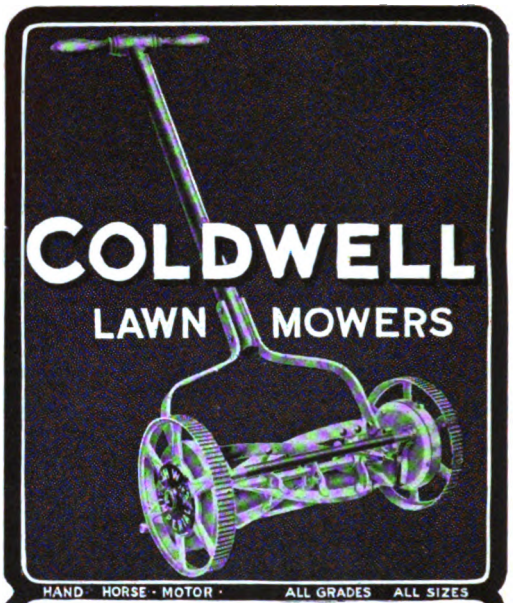
Quality Guaranteed



Selling Agents, J. C. McCARTY & CO.
12 Murray Street, New York, N. Y.

COLDWELL

LAWN MOWERS

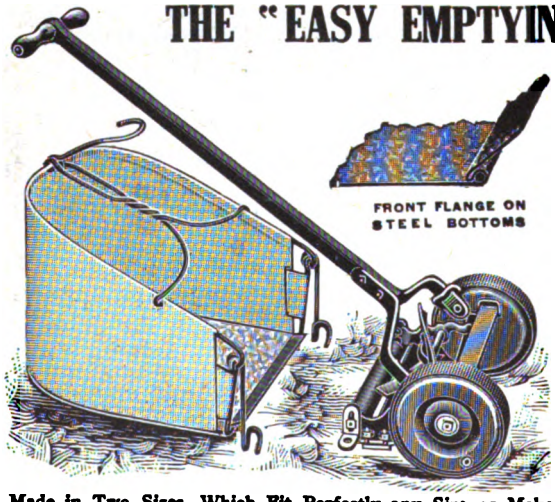


HAND · HORSE · MOTOR · ALL GRADES ALL SIZES

On the parks of Greater New York are more than 600 Coldwell Horse and Hand Lawn Mowers that have been used constantly during the cutting season for the last seven years.
This speaks for itself.

COLDWELL LAWN MOWER CO.,
16 Coldwell Street. NEWBURGH, N. Y.

THE "EASY EMPTYING" GRASS CATCHER



New Styles No. 9, 10G, 11 and 12G

MPROVED IRON HANDLE
LIFT IT OFF TO EMPTY

Have either Duck or Galvanized Steel Bottoms, Round Back, Heavy Duck Sides. Has our New Improved Eye Brackets for attaching to mower, also Improved Hook, which is permanently attached to catcher and hooks over handle of mower. Catcher is attached and detached instantly with one hand.

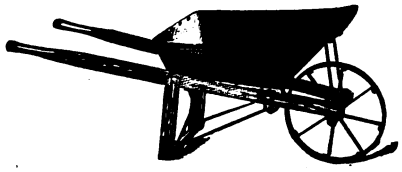
Sold Through Hardware Jobbers

MANUFACTURED BY

THE SPECIALTY MFG. CO.

Made in Two Sizes, Which Fit Perfectly any Size or Make of Lawn Mower.

ST. ANTHONY PARK, MINNESOTA, U. S. A.



"I Want a Barrow

One that's light, strong and wheels easily." You have heard customers order that way. The Syracuse No. 75 Medium, No. 79 Large will take care of them

SYRACUSE CHILLED PLOW CO.
Syracuse, N. Y., U. S. A.

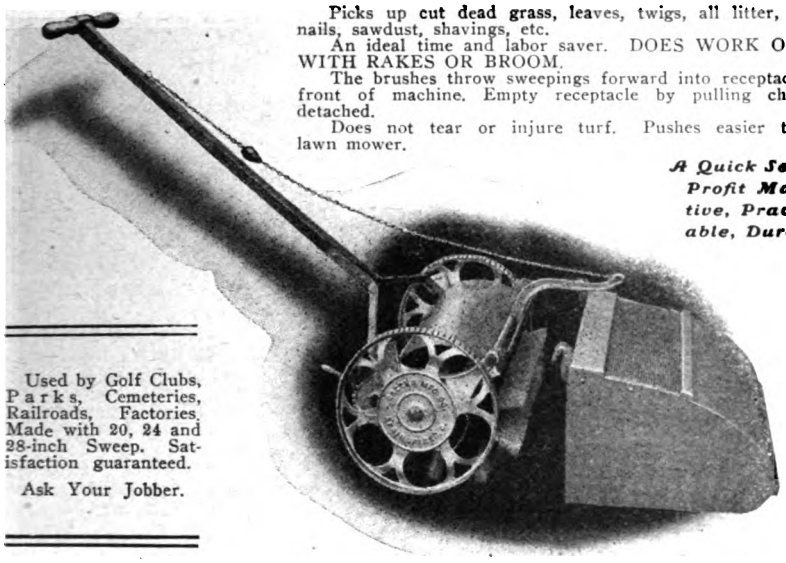
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The Apollo Sweeper

THE NEWEST THING OUT, AND IT DOES THE WORK EASILY, QUICKLY AND THOROUGHLY

A Practical Sweeper for Lawns, Golf Greens, Walks, Large Floor Spaces



Picks up cut dead grass, leaves, twigs, all litter, also dirt, waste, nails, sawdust, shavings, etc.

An ideal time and labor saver. DOES WORK OF THREE MEN WITH RAKES OR BROOM.

The brushes throw sweepings forward into receptacle that hangs on front of machine. Empty receptacle by pulling chain or instantly detached.

Does not tear or injure turf. Pushes easier than the average lawn mower.

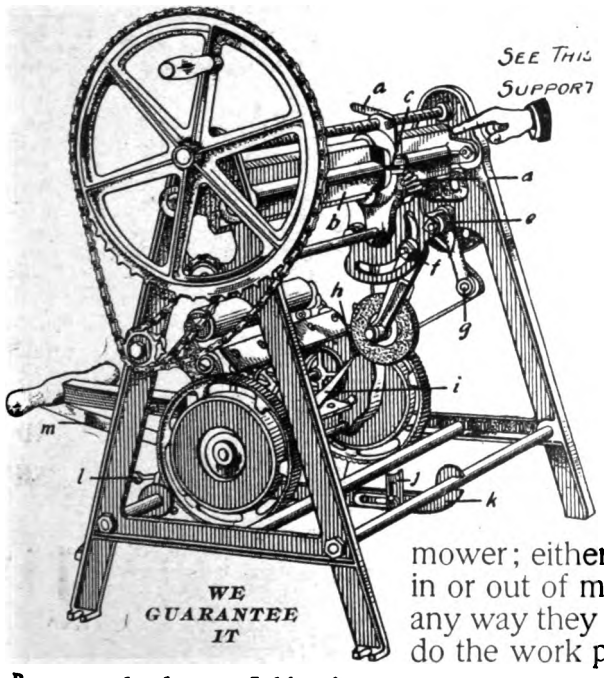
A Quick Seller. A Good Profit Maker. Attractive, Practical, Serviceable, Durable.

Used by Golf Clubs, Parks, Cemeteries, Railroads, Factories. Made with 20, 24 and 28-inch Sweep. Satisfaction guaranteed.

Ask Your Jobber.

The Greene Mfg. Co.

SPRINGFIELD OHIO



NEW MODEL

Peoria Lawn Mower Grinder

Note the heavy cast support milled on both edges. Absolutely true and parallel. Carries the head as true as the ways of a lathe.

No cold rolled shafting to spring or be out of alignment.

Will grind any reel mower; either right or left hand, reel in or out of mower, handle on or off, any way they happen to come in, and do the work perfectly.

Be sure and ask your Jobber first. If he can't supply you, write us.

PEORIA LAWN MOWER GRINDER CO.

521 South Washington St., PEORIA, ILL.

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Freezes two flavors of Ice Cream or an Ice or Sherbet and Ice Cream at one and the same time, in one freezer—Something entirely new—never done before.

"THE OLD FAVORITES"

THEY ARE	THEY EXCEL IN
Well Advertised	Easy Running
In Demand	Quick Freezing
Easily Sold,	Economy
Satisfactory in Use	Convenience
Of Known Reputation	Practical Results



"AMERICAN TWIN"



"LIGHTNING"



"GEM".



"BLIZZARD"

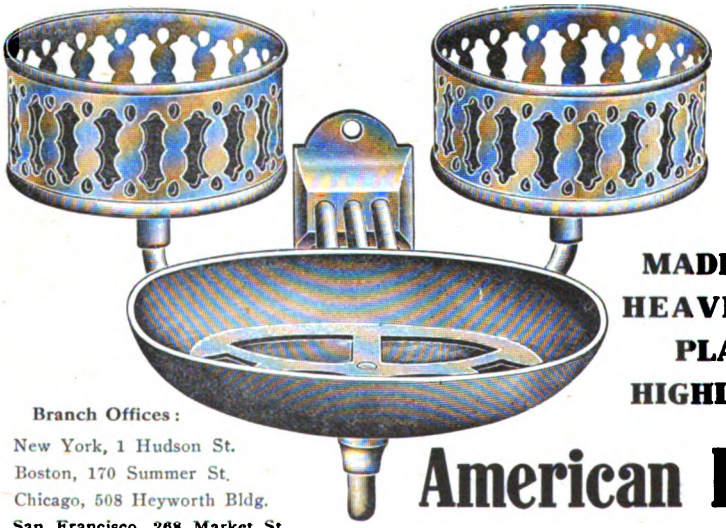
Sold by leading jobbers

Catalog sent free

THE BEST ICE CREAM FREEZERS in practical use, because convenient, compact in size, use smallest amount of ice and salt, run easily, freeze quickly, produce smoothly frozen creams or desserts with little bother and less work.

North Bros. Mfg. Co., Philadelphia

BATH ROOM ACCESSORIES



Attractive in Design

Strong in Construction

MADE OF BRASS HEAVILY NICKEL-PLATED AND HIGHLY POLISHED

Branch Offices:
New York, 1 Hudson St.
Boston, 170 Summer St.
Chicago, 508 Heyworth Bldg.
San Francisco, 268 Market St.

American Ring Co.

WATERBURY, CONN.

Manufacturers of

BRASS FURNITURE TRIMMINGS, BRASS UPHOLSTERY TRIMMINGS, UPHOLSTERY NAILS, COLONIAL CANDLESTICKS.

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Aquaria and Aquarium
FOUNTAINS


Plate 6.

Catalogue of Various Designs on Application

SETTEES, CHAIRS, Etc.


Plate 36D.

Catalogue on Application, in which will be found a great Variety of Settees, Etc.

The J. L. Mott Iron Works
Fifth Ave. and 17th St., NEW YORK



"The **WHITE,** tho much imitated, **IS NEVER EQUALED.** It wrings the mop **so dry** with such **perfect ease!**

ASK FOR CATALOG

WHITE MOP WRINGER CO.
FULTONVILLE, NEW YORK

This Trade Mark

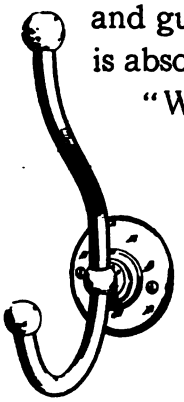
Guarantees Satisfaction.

NOVELTY MFG. CO.'S
"Wilwear" Bath Room Accessories

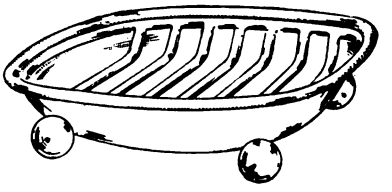
"WILWEAR" QUALITY

OUR LINE covers all bath room requirements such as glass, soap, sponge, towel and tooth brush holders. This ware is made of solid brass, heavily nickle-plated and guaranteed to stand long and hard usage. There is absolutely nothing better made.

"WILWEAR" fittings sell at reasonable prices and allow the dealer a good profit. Let us mail you a copy of our handsome catalog.



THE NOVELTY MFG. COMPANY
Waterbury, Conn.



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The White Washer

The Greatest of all Momentum Washers

A Few Points:

DOUBLE BALL BEARING FLY WHEEL UNDER THE TUB: HIGHEST SPEED: EASIEST RUNNING: QUICKER REVERSE: FOOT POWER ATTACHMENT: TUB OPENS WHEN MACHINE IS IN FULL MOTION: FIVE YEARS' GUARANTEE: AND NUMEROUS OTHER POINTS. SOLD TO ONLY ONE DEALER IN EACH TOWN.

Get Busy--Write To-day

WHITE LILY MFG. COMPANY

DAVENPORT - - IOWA



DANA .. Peerless Freezer

The standard freezer of quality

Compare workmanship, castings, tinning with any other freezer. Ask any woman if it isn't easier to make ice cream in the Dana Peerless—if it doesn't take less time, less ice. Best advertised freezer.

Ask your jobber

THE DANA MFG. CO., Cincinnati, O.; 21 Murray St., N. Y.



ROLLMAN CHOPPER

75¢ ~ $1.00 ~ $1.50

The Best at the Price.

Sample to dealers at wholesale price.

Express prepaid. Catalogue free.

ROLLMAN MFG. CO. MT. JOY, PA.

No. 12. Pat.



BIGGEST SELLER IN WIRE GOODS

The only Smokeless Broiler, and ideal Toaster for gas or oil stoves, also French Fryer. One doz. in box. Instructions with each broiler. Immediate shipments.

Diamond Sink Cleaner



No. 27

Steel and Rubber scraping edge, gets into the corners. Drains the refuse. Heavily Japanned and Baked, best and most practical Cleaner on market.

The **Bridgeport Wire Goods Co.**

BRIDGEPORT, CONN.

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YOU ARE THE DEALER WE WANT

to handle

Horton Anti-Catalog-House Washers



HORTON WASHERS are guaranteed to stay sold and will allow you to meet Catalog-House competition in every way.

HUNDREDS of THOUSANDS in use now that advertise for you.

If a certain style of Washer does not sell in your community, surely one of our complete line will satisfy your trade.

Simply drop us a postal for catalog and we will do the rest.

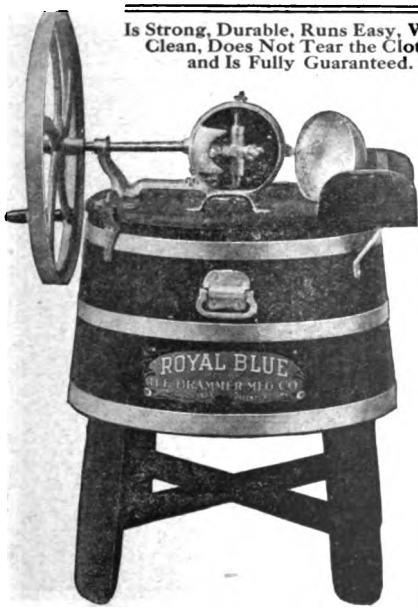
Horton Mfg. Co., Ft. Wayne, Ind.

THE

Royal Blue

Has Revolving Anti-Friction Steel Cogs

Is Strong, Durable, Runs Easy, Washes Clean, Does Not Tear the Clothes, and Is Fully Guaranteed.



"Let the Royal Blue Wash for You."

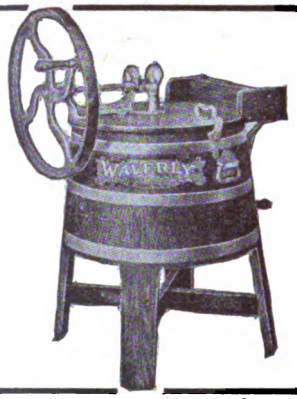
A phrase widely advertised in all principal farm papers and magazines, and which coupled with the many superior features of the "Royal Blue" washer, is creating a strong and ever-increasing demand for this splendid machine. We locate the customer, you make the sale.

Mr. Dealer, carry the "Royal Blue" in stock and be prepared to take care of your customers. The discerning public does not want imitations, it wants the genuine article, the "Royal Blue," the best that's made.

Sold only on the Exclusive Agency Plan.

H. F. BRAMMER MFG. CO.,
Davenport, Iowa.

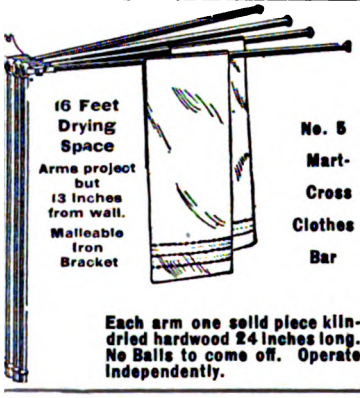
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HERE'S THE POINT

We know you're busy, but just drop us a line and secure our exclusive Agency plan and price. What's the use of spending time and effort selling washing machines that only cause good customers to get sore and trade with your competitor. Why not sell the WAVERLY, satisfy your trade, at the same time make a nice profit.

Waverly Woodenware Works, Mfrs.
ST. JOSEPH, MISSOURI



No. 5 Mart-Cross Clothes Bar

Each arm one solid piece kiln-dried hardwood 24 inches long. No Balls to come off. Operate independently.

All Jobbers sell these Bars.

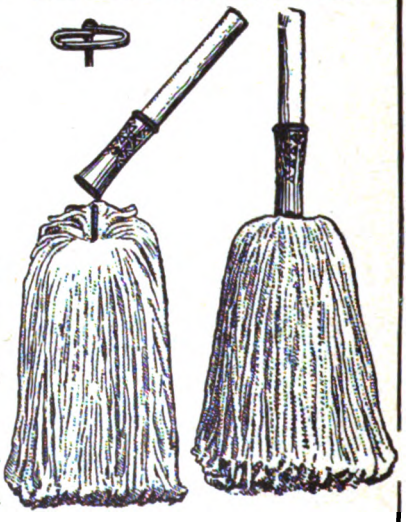
Manufactured by
MARTCROSS COMPANY
40 Dearborn St.
CHICAGO



EAGLE MOP WRINGERS



STILL IN THE LEAD! WHY?



Because They are so thoroughly Good that *they always give satisfaction.*

Because They are *Best by Test* wringing any kind of mop *dryer* than any other Mop Wringing device now offered. We court a critical test to see how our claims are substantiated.

Because They are built *scientifically correct,* thus affording ease of operation and reducing labor to the minimum.

Because They are the *Simplest and Most Practical* offered. Nothing to get out of order. No springs in pail to entangle mops.

Because The sales on them are *Greater* than the Combined Sales of all others made. They sell themselves.

Our OHIO DETACHABLE FLOOR MOPS and REX DISH MOPS are just as good trade winners as our EAGLE MOP WRINGERS.
Strengthen your business and increase your sales by Handling the Best.
Our catalogue tells you more about them and a postal card will bring one.

EAGLE COOPERAGE WORKS
CIRCLEVILLE, OHIO, U. S. A.

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OSGOOD SCALES

Popular High Grade Goods at Right Prices.

Send for Catalogue & Discount Sheet.

Attractive Store Hanger Free.

OSGOOD SCALE CO., Binghamton, N.Y.

CHAINS

Jack and Ladder

HALE BROS. COMPANY

Manufacturers Worcester, Mass.

PORCH CURTAINS

Green Painted.

All sizes. 4 ft. to 12 ft. wide. Pulleys and ropes, ready to hang.

R. H. COMEY CO., Jefferson Ave., CAMDEN, N. J.

MONARCH ROOFING

SECURE

PROTECTION AND LONG SERVICE BY USING OUR

ASPHALT ROOFING

SAVES REPAIRING
SAVES RECOATING
SAVES RENEWING

Send for Samples and Pamphlet

STOWELL MFG. CO.

JERSEY CITY, N. J.

CONSULT THE MOLDER

and you will handle DOBSON

MOLDERS' TOOLS



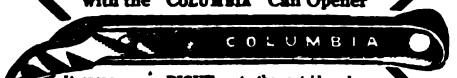
Established 1886

WM. DOBSON

No. 766 Canastota, N. Y.

NO SLIPPING—NO TEARING

with the "COLUMBIA" Can Opener



It opens a can RIGHT—at the outside edge—Get the circular—It tells all—Liberal Discount.

A. F. Meisselbach & Bro., Mfrs., Newark, N. J

PARKER WIRE Goods Company

Worcester, Mass., U. S. A.

Manufacturers

General and Special **Wire Hardware**

Write Us for Prices

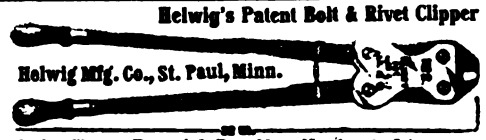
New York Office, 107 Chambers Street.

LAFFITTE WELDING PLATES

THE PHILLIPS-LAFFITTE CO.

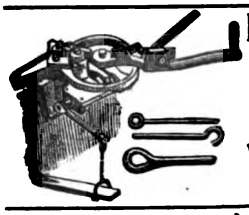
Penna Building, Philadelphia, Pa.

Helwig's Patent Bolt & Rivet Clipper



Helwig Mfg. Co., St. Paul, Minn.

Light, Strong, Powerful, Durable. No. 1 cuts 3-4 or less No. 2 cuts 9-16 or less; No. 3 cuts 1-2 or less; No. 4 cuts 3-8 or less. Cuts close to work *Highest Testimonials from Jobbers and Consumers.* Send for circular.



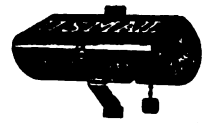
EYE BENDERS

We make hand-power benders for forming eyes from stock 1¾ in. thick and under. Any size eye, 7 in. outside diameter and under.

WALLACE SUPPLY CO

8 West Washington St.

CHICAGO, ILL.



The HESSLER Rural Mail Box

has the largest sale of any rural mail box manufactured. Well made, neat in appearance, Low in Price. This is what makes it popular. For sale by the leading Jobbers of the United States or direct to the trade.

H. E. HESSLER CO., Sole Manufacturers,

500 to 516 No. Salina Street. SYRACUSE, N. Y.

HOW TO GET MORE EGGS



Mr. Hardware Man:

Every poultry man in your vicinity wants to know this secret. Our Standard Green Bone Cutter prepares bone quickly for egg-making. Agents wanted in every town. Write to-day for special terms.

Standard Green Bone Cutter Co., Box A, Milford, Mass.



ABERNATHY

RAPID ACTING VISES

For Patternmakers, Cabinet-makers, Carpenters and

MANUAL TRAINING SCHOOL EQUIPMENTS

Particulars and Trade Discounts Upon Application

THE ABERNATHY VISE & TOOL COMPANY

331 Englewood Ave., Chicago, Ill.

ORNAMENTAL FENCES

Iron or Wire, built to your order.

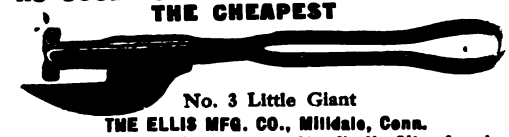


The finest at lowest prices. Satisfaction guaranteed

Write our factory.

Enterprise Foundry & Fence Co., 123 S. Senate, Indianapolis, Ind.

AS GOOD AS THE BEST AND CHEAP AS THE CHEAPEST



No. 3 Little Giant

THE ELLIS MFG. CO., Millidale, Conn.

STEVENS & CO., 99 Chambers St., N. Y. City, Agents

Amatite

Ask Your Dealer for Booklet

ROOFING NEEDS NO PAINT

MINERAL SURFACED

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BOLTS, NUTS RIVETS PUMP CHAIN

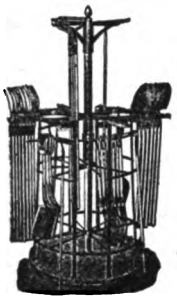


Manufactured by

GARLAND NUT AND RIVET CO.

PITTSBURGH, PA.

HERRICK'S



TOOL RACK

Well Displayed Is Half Sold!

HERRICK'S TOOL RACKS

are the old standbys for showing Forks, Hoes, Shovels, Etc.

Catalogue and Prices to Those Interested.

F. A. HERRICK CO.
Jackson, Mich.

McWhinnie Wheel Barrow Works
POUGHKEEPSIE, N. Y., U. S. A.



Manufacturer of all kinds of Wooden, Steel Tray and Steel Tubular

Wheel Barrows

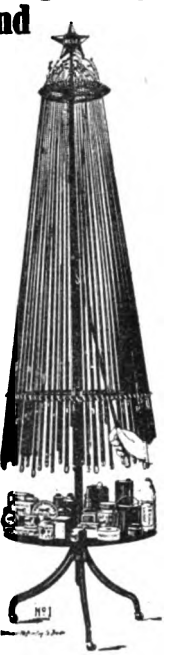
for railroad, coal, stone, mortar and garden use.

PATENTS HUBERT E. PECK, 625 F St., N. W., Washington, D. C., Consulting Expert in Patent Causes. U. S. and Foreign Patents. Send for leaflet on "Rejected [illegible] Applications."

CLENDENNIN BROS., Baltimore, Md., Soldering Coppers, Copper Nails and Tacks, Copper Rivets and Burs, Brass Shoe Nails, Iron Cobbler's Nails, Sheet and Ingot Copper, Shoe Tacks.

Goods Well Displayed Are Half Sold When On

Best Portable Revolving Whip Rack and Display Stand



Ornamental as well as useful. Displays from ½ to 1¼ Gross Whips. Has a Revolving Shaft for Displaying Oils, Grease, Soap, Dressing, Powders, Liniments, Gall Cure, Combs, Brushes, etc., etc. The only Perfect Whip Rack ever made. Shelf is worth half the price of the rack. Whips hanging by the point keep straight, cannot fall out and are kept in order. Gets them down and to the front, where they are seen and sold. The Best Whip Rack is made entirely of steel and iron, bolted and clamped together; is built like a bicycle. Enameled Blue, Painted with Gilt Trimmings. Adjustable from 8 feet to 9 feet 10 inches high. Weight, 80 lbs. Boxed, 100 lbs.

Increase Sales of Whips 100 per cent.

Vernal, Utah, May 10, 1907.
John H. Best, Galva, Ill.

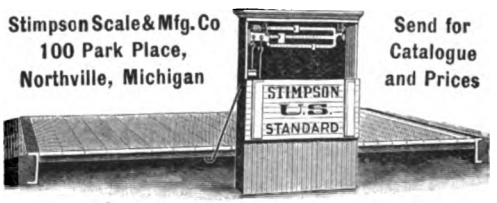
Dear Sir:—We have used your Portable Revolving Whip Rack and Display Stand for one year and can say that we are very well pleased with it. In fact we consider it the "Best" display rack we ever saw; would not be without it for double the price. Our whip sales have increased 50 per cent. since using it. We would advise all dealers in whips to get one. Yours truly, LEELIS ASHTON HDW. CO.

Write for Catalogue and Prices.

JOHN H. BEST, 518 North St., Galva, Ill., U. S. A.

Big Margins In Stimpson Steel Pitless Wagon Scales

Stimpson Scale & Mfg. Co
100 Park Place,
Northville, Michigan



Send for Catalogue and Prices

Hardware Stores For Sale, etc.

ADVERTISING RATES 75 CENTS A LINE

WANTED—Traveling specialty or stove salesmen, who cover their territory in intervals, to handle a well-advertised household article (an acknowledged leader in its class), as a side line, on a liberal commission basis. We offer an unusual opportunity for hustlers to connect with a responsible, large and rapidly growing corporation. State territory now covered by you and line you are selling. Address H. C. Lendle, Secretary, 1371-1393 Carroll Ave., Chicago, Ill.

WANTED—Position as salesman soliciting the Hardware trade. Five years' experience. Large acquaintance in the South. Address "F. D. H.," care Hardware Dealers' Magazine, 253 Broadway, New York.

TO LET OR LEASE, from Jan. 1, fine double store, 648 Tenth Ave., Manhattan, suitable for hardware business. Rent, $75 monthly. Particulars from Peppler, 38 Park Row.

HARDWARE STORE BUILDING for sale or rent; established 1867; $30 per month. Present stock will be moved Feb. 1. A winner to the right man. Address "Winner," care Hardware Dealers' Magazine, 253 Broadway, New York.

AGENTS for Self-Loading Hand Truck. One man loads and carries 800 lbs. easily. Get territory. Potts & Morris, Land Title Bldg., Philadelphia, Pa.

SEND for Optical trade catalogue, including compasses, magnifying glasses, etc. L. Manasse, 88 Madison street, Chicago.

WANTED—A first class, experienced Builders' Hadware store salesman to take charge of that department in a large hardware house in the middle west. Address William Bishop, care P. & F. Corbin, 11 Murray St., New York.

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Iwan Brothers, Streator, Ill.
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Peck-Hamre Mfg. Co., The, Berlin, Wis.

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(See Jacks.)

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(See Lamps.)

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Excelsior Supply Co., Chicago, Ill.
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American Tube & Stamping Co., Bridgeport, Ct.

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Corbin Motor Vehicle Corp., New Britain, Ct.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

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(See Handles.)

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Arcade Mfg. Co., Freeport, Ill.
Burgess-Norton Mfg. Co., Geneva, Ill.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Axle Grease
Snow Flake Axle Grease Co., The, Fitchburg, Mass.

Axle Grease—Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

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American Ring Co., Waterbury, Ct.
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Parker Co., Chas., The, Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Taplin Mfg. Co., New Britain, Ct.

Beaters
(See Carpet Whips.)

Bells and Gongs
Mossberg Co., Frank, Attleboro, Mass.
Reading Hardware Co., Reading, Pa.
Reiter, G. C., Canton, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
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Belt Dressing
Dixon Crucible Co., Jos., Jersey City, N. J.

Belt Hooks
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Belt Lacing, Steel
Bristol Co., Waterbury, Ct.

Belt Lacing, Wire Spooled
Malin & Co., Cleveland, O.

Belt Punches
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Bench Screws
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Benches, Cabinet-Makers'
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Benders, Angle and Eye
Wallace Supply Co., 915 Garden City Block, Chicago, Ill.

Bicycle Bells
(See Bells.)

Bicycle Lamps
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Bicycle Supplies and Sundries
Excelsior Supply Co., Chicago, Ill.
New York Sporting Goods Co., 17 Warren St., New York.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Bicycles
Great Western Mfg. Co., La Porte, Ind.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.

Binder Twine
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Bird Cage Springs and Chains
Turner & Seymour Mfg. Co., Torrington, Ct.

Bit Braces
Millers Falls Co., 28 Warren St., New York.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.

Bits
(See Auger Bits.)

Blackboards, Slate
Johnson Co., E. J., 38 Park Row, New York.

Blanks, Fork and Knife
Union Cutlery & Hdw. Co., Unionville, Ct.

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Blocks, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Blocks, Tackle
Fulton Iron Wks., 18 Brush St., Detroit, Mich.
Union Hardware Co., Torrington, Ct.

Boat Hardware
(See Marine Hardware.)

Boats, Canvas
Glascock Bros. Mfg. Co., Muncie, Ind.

Boilers, Heating
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Boilers, Wash
Berger, L. D., 59 North St., Philadelphia, Pa.

Bolt and Nut Machinery
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Bolt Clippers
Helwig Mfg. Co., St. Paul, Minn.
Porter, H. K., Everett, Mass.
Schollhorn Co., Wm., New Haven, Ct.

Bolts and Nuts
Garland Nut & Rivet Co., Pittsburg, Pa.

Bone Cutters
Standard Green Bone Cutter Co., Box A, Milford, Mass.

Boring Machines
Ajax Mfg. Co., Pittsburg, Pa.

Box Hinges
(See Hinges.)

Box Locks
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Bottle Openers
Taplin Mfg. Co., New Britain, Ct.
Taylor Mfg. Co., Hartford, Ct.

Bottle Stoppers
Taplin Mfg. Co., New Britain, Ct.

Box Openers
Bonner Mfg. Co., C. E., Chrisman, Ill.

Box Straps, Corners, Hasps, etc.
Acme Steel Goods Co., Chicago, Ill.
Cary Mfg. Co., 19-21 Roosevelt St., New York.

Boxes, Hardware, Shelf
Green Co., A. H., 97 Warren St., New York.
Sheip Mfg. Co., Henry H., Columbia Ave. & Randolph St., Phila.

Boxes, Mail
Heise Mfg. Co., W. F., 66 Union Park Court, Ill.
Hessler Co., H. E., 500 North Salina St., Syracuse, N. Y.
Merriam Mfg. Co., Durham, Ct.
Peck-Hamre Mfg. Co., Berlin, Wis.
Reading Hdw. Co., Reading, Pa.
Taylor & Boggis Fdry. Co., Cleveland, O.

Boxes, Miter
Miller Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

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Hessler Co., H. E., 500 No. Salina St., Syracuse, N. Y.
Peck-Hamre Mfg. Co., Berlin, Wis.

Boxes, Tin, Stationers'
Merriam Mfg. Co., Durham, Ct.

Brackets, Folding
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.

Brackets, Ironing Board
Rostand Mfg. Co., Milford, Ct.

Brackets, Lamp
Arcade Mfg. Co., Freeport, Ill.
Reading Hardware Co., Reading, Pa.
Wagner Mfg. Co., Cedar Falls, Ia.

Brackets, Shelf
Atlas Mfg. Co., New Haven, Ct.
Griffin Mfg. Co., Erie, Pa.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Taplin Mfg. Co., New Britain, Ct.

Brackets, Show Case
Nashua Till Co., Nashua, N. H.

Brackets, Stair Rail
Reading Hardware Co., Reading, Pa.

Brass and Copper
Hussey & Co., C. G., Pittsburg, Pa.

Brasing Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Brasing Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Bread Mixers
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Broilers (Smokeless) Wire
Bridgeport Wire Goods Co., Bridgeport, Ct.

Brooders, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.

Brushes
Gerts-Lumbard & Co., 208-210 Randolph St., Chicago, Ill.
Milwaukee Dustless Brush Co., Milwaukee, Wis.

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(See Paper.)

Burnishers
Tuck Mfg. Co., Brockton, Mass.

Bushings, Adjustable Pipe
Armstrong Mfg. Co., 291 Knowlton St., Bridgeport, Ct.

Butcher Knives
Case & Sons, W. R., Bradford, Pa.
Forschner & Sons, Chas., 206 E. 19th St., New York.

Butcher Saws
(See Saws.)

Butts, Door
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Yale & Towne Mfg. Co., 9-15 Murray St., New York.

Cake Mixers
Landers, Frary & Clark, New Britain, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Cake Turners
Arcade Mfg. Co., Freeport, Ill.

Calipers and Dividers
Starrett Co., L. S., Athol, Mass.

Calking
Estes Mills, Fall River, Mass.

Can Openers
Arcade Mfg. Co., Freeport, Ill.
Ellis Mfg. Co., The, Millidale, Ct.
Meisselbach & Bro., A. F., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Taylor Mfg. Co., Hartford, Ct.

Cans
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Carbide of Silicon
Carborundum Co., Niagara Falls, N. Y.

Carborundum
Carborundum Co., Niagara Falls, N. Y.

Carborundum Paper & Cloth
Carborundum Co., Niagara Falls, N.Y.

Carborundum Wheels
Carborundum Co., Niagara Falls, N. Y.

Carpet Pins and Sockets
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Carpet Stretchers
Hunt, Helm, Ferris & Co., Harvard, Ill.

Carpet Sweepers
Bissell Carpet Sweeper Co., Grand Rapids, Mich.
Goshen Sweeper Co., The, Grand Rapids, Mich.

Carpet Whips and Beaters
Andrews Wire & Iron Works, Rockford, Ill.
Ely Mfg. Co., Theo. J., Girard, Pa.

Carriage Heaters
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.

Carriers, Hay
Loudon Machinery Co., Fairfield, Ia.

Carvers, Kitchen
Lamson & Goodnow Mfg. Co., Shelburne Falls, Mass.

Carvers' Knives, Wood
Smith & Hemenway Co., 108 Duane St., New York.

Cash Drawers, Alarm
Nashua Till Co., Nashua, N. H.

Casters, Ball Bearing
Acme Ball Bearing Sales Co., 56 Warren St., New York.

Casters, Furniture
Clark Co., Geo. P., The, Windsor Locks, Ct.
Reading Hardware Co., Reading, Pa.

Casters, Rubber Wheel
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Castings, Malleable and Steel
Hammer & Co., Branford, Ct.

Catchers, Grass
Hasseries, Carl, Cleveland, O.
Specialty Mfg. Co., St. Anthony Park, Minn.

Catches, Barn Door
Reading Hardware Co., Reading, Pa.

Catches, Refrigerator
Brass Goods Mfg. Co., Brooklyn, N.Y.
Reading Hardware Co., Reading, Pa.

Catches, Screen Door
Automatic Door Catch Co., 218 E. 57th St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Watrous Mfg. Co., E. L., The, Des Moines, Iowa.

Ceilings, Metal
Friedley-Voshardt Co., 194-204 Mather St., Chicago, Ill.

Chafing Dishes
Manning-Bowman Co., Meriden, Ct.

Chain
Bridgeport Chain Co., Bridgeport, Ct.
Hale Bros. Co., Worcester, Mass.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Woodhouse Chain Wks., Trenton, N. J.

Chain, Cycle & Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.

Chain Blocks
(See Blocks.)

Chain, Pump
Garland Nut & Rivet Co., Pittsburg, Pa.

Chalk Lines
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Check Rein Loop
Read Mfg. Co., O. B., Troy, N. Y.

Cherry Stoners
Rollman Mfg. Co., Mount Joy, Pa.

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Iwan Bros., Streator, Ill.

Chisels
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Conn.
Tuck Mfg. Co., Brockton, Mass.

Christmas Tree Holders
North Bros. Mfg. Co., Philadelphia, Pa.

Cigar Knives
Kimball Co., C. J., Bennington, N.H.

Clamps
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Hammer & Co., Branford, Ct.
Williams & Co., J. H., Brooklyn, N. Y.

Clippers, Finger Nail
Cook Co., H. C., The, Ansonia, Ct.

Clipping Machines, Hair
American Shearer Mfg. Co., Nashua, N. H.
Brown & Sharpe Mfg. Co., Providence, R. I.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Coates Clipper Mfg. Co., Worcester, Mass.
Hotchkiss, Edward S., Bridgeport, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Clipping Machines, Horse
American Shearer Mfg. Co., Nashua, N. H.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago.
Gillette Clipping Mach. Co., 114 W. 32d St., New York.
Wiebush & Hilger, Ltd., 9-15 Murray St., New York.

Clocks
New Haven Clock Co., New Haven, Ct.

Clothes Bars
Ely Mfg. Co., Theo. J., Girard, Pa.
Martcross Co., 40 Dearborn St., Chicago, Ill.

Clothes Dryers
Hill Dryer Co., 315 Park Ave., Worcester, Mass.

Clothes Lines
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Clothes Lines, Wire
Wright Wire Co., Worcester, Mass.

Clothes Wringers
Glascock Bros. Mfg. Co., Muncie, Ind.

Coal, Carriage Heaters'
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.

Coaster Sleds
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Coaster Wagons
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Coat and Hat Hooks
(See Hooks.)

Coffee and Spice Mills
Arcade Mfg. Co., Freeport, Ill.
Landers, Frary & Clark, New Britain, Ct.
Parker Co., Chas., Meriden, Ct.

Coffee Percolators
American Silver Co., Bristol, Ct.
Landers, Frary & Clark, New Britain, Ct.
Manning-Bowman Co., Meriden, Ct.

Coffee Percolators, Automatic Electric
American Silver Co., Bristol, Ct.

Commode Chamber Pail
Weber-Kirch Mfg. Co., Keokuk, Ia.

Conductor Pipe
Berger Bros. Co., Philadelphia, Pa.

Conductor Pipe Hangers, Wire
Iwan Bros., Streator, Ill.

Cooking Utensils
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Landers, Frary & Clark, New Britain, Ct.

Copper
(See Brass and Copper.)

Copper Gaskets
Hussey & Co., C. G., Pittsburg, Pa.

Cordage
Columbian Rope Co., Auburn, N. Y.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Cork Screws and Pullers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Parker Co., The Chas., Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Corporation Cocks
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Corundum Wheels
Pike Mfg. Co., Pike, N. H.

Cotter Pin Machines, Automatic
Shuster Co., F. B., New Haven, Ct.

Cotton Waste
Estes Mills, Fall River, Mass.

Couplings
Modern Improvement Mfg. Co., 466 17th St., Brooklyn, N. Y.

Cranes
Yale & Towne Mfg. Co., 9 Murray St., New York.

Crucibles
Dixon Crucible Co., Jos., Jersey City, N. J.

Crucible Steel
American Tube & Stamping Co., Bridgeport, Ct.

Cultivators
Syracuse Chilled Plow Co., Syracuse, N. Y.

Cup Hooks
Turner & Seymour Mfg. Co., Torrington, Ct.

Curry Combs
Advance Mfg. Co., Racine Junction, Wis.

Curtain and Screw Rings
Turner & Seymour Mfg. Co., Torrington, Ct.

Cutlery
(See also Knives, Razors, Shears, etc.)
Case & Sons, W. R., Bradford, Pa.
Columbian Cutlery Co., Reading, Pa.
Landers, Frary & Clark, New Britain, Ct.
Northfield Knife Co., Northfield, Ct.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Parker Co., Chas., The, Meriden, Ct.
Simmons Hardware Co., St. Louis.
Smith & Hemenway Co., 108 Duane St., New York.

Cutters
(See Articles.)

Dairy Machines
(See Articles.)

Dampers
Arcade Mfg. Co., Freeport, Ill.
Taylor & Boggis Fdry. Co., Cleveland, O.

Dash Rein Fasteners
Read Mfg. Co., O. B., Troy, N. Y.

Decalcomania Signs
(See Signs.)

Dish Mops
Estes Mills, Fall River, Mass.

Display Cases, Glass
Becker, P. A., 10 DeKalb Ave., Brooklyn, N. Y.

Door Bells
(See Bells.)

Door Buttons, Steel
Watrous Mfg. Co., E. L., Des Moines, Ia.

Door Catches
American Hardware Mfg. Co., 1208 Fulton St., Ottawa, Ill.
Watrous Mfg. Co., E. L., Des Moines, Ia.

Door Checks and Springs
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Door Hangers
(See Hangers.)

Door Holders
Superior Spring Hinge Co., 128 So. Clinton St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.

Door Knobs
(See Locks and Knobs.)

Door Pulls
Columbian Hdwe. Co., Cleveland, O.

Drawing Knives
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wilkinson & Co., A. J., 180-188 Washington St., Boston, Mass.

Drawing Knives, Folding
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wilkinson & Co., A. J., 180-188 Washington St., Boston, Mass.

Drawer Pulls
Reading Hardware Co., Reading, Pa.

Dressings
(See Articles.)

Drilling Machines
Shuster Co., F. B., New Haven, Ct.

Drills, Hand, Breast, etc.
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.

Drills, Star and Pipe
Star Expansion Bolt Co., 147 Cedar St., New York.

Drop Forgings
Billings & Spencer Co., Hartford, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Drop Forgings, Automobile
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Dryers
(See Articles.)

Dumb Waiters
(See Elevators.)

Eave Trough Hangers
(See Hangers.)

Egg Beaters
Taplin Mfg. Co., The, New Britain, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.

Electrical Supplies
Smith & Hemenway Co., 108 Duane St., New York.

Electric Cooking and Heating Apparatus
(See Articles.)

Electroliers
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Elevator Enclosures and Cabs
Buffalo Wire Wks. Co., Buffalo, N.Y.

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Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Elevators and Dumb Waiters
Eaton & Prince Co., Chicago, Ill.
Energy Elevator Co., 214-218 New St., Philadelphia, Pa.
O'Neill Elevator Co., 926 Cherry St., Philadelphia, Pa.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.

Elevators, Ice
Gifford-Wood Co., Hudson, N. Y.

Emery Paper and Cloth
Baeder, Adamson & Co., Phila., Pa.

Emery Wheels
Pike Mfg. Co., Pike, N. H.

Emery Wheel Dresser
Diamond Saw & Stamping Wks., Buffalo, N. Y.

Enameled Ware
Cleveland Stamping & Tool Co., The, Cleveland, O.

Enamels
(See Paints.)

Escutcheon Pins
(See Pins.)

Expansion Bolts
Star Expansion Bolt Co., 1st and 2d Sts., New York.

Extension Rods
Turner & Seymour Mfg. Co., Torrington, Ct.

Eye Benders
(See Benders.)

Factory Trucks
(See Trucks.)

Farming Implements
(See Agricultural Implements.)

Farm Gates
(See Gates.)

Fasteners, Corrugated
Acme Steel Goods Co., Chicago, Ill.

Fasteners, Sash
Ives Co., H. B., New Haven, Ct.
Watrous Mfg. Co., E. L., Des Moines, Ia.

Faucets, Brass
Landers, Frary & Clark, New Britain, Conn.
Smith & Hemenway Co., 108 Duane St., New York.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Faucets, Iron
North Bros. Mfg. Co., Philadelphia, Pa.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Faucets, Molasses and Varnish
Parker Co., Chas., The, Meriden, Ct.

Faucets, Wooden
Sommer's Son, John, 355-365 Central Ave., Newark, N. J.

Fence Stretchers
(See Wire Stretchers.)

Fence Tool (Combination)
Bonner Mfg. Co., C. E., Chrisman, Ill.

Fencing, Iron
Enterprise Foundry & Fence Co., Indianapolis, Ind.

Fencing, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Eureka Fence Mfg. Co., Richmond, Ind.
Gilbert & Bennett Mfg. Co., Chicago.
Keystone Steel & Wire Co., Peoria, Ill.
New Jersey Wire Cloth Co., Trenton, N. J.
Spring Steel Fence & Wire Co., Anderson, Ind.
Wright Wire Co., Worcester, Mass.

Files and Rasps
Nicholson File Co., Providence, R. I.
Russell & Erwin Mfg. Co., New Britain, Ct.

Filters, Water
Lyon Filter Mfg. Co., Cincinnati, O.

Finger Nail Clippers
(See Clippers.)

Fireplace Goods
Rostand Mfg. Co., Milford, Ct.

Fire Doors
Coburn Trolley Track Mfg. Co., Holyoke, Mass.

Fire Pots
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, The, 61 Park Ave., Sycamore, Ill.

Fishing Reels
Rochester Reel Co., Rochester, N.Y.

Fishing Rods
Horton Mfg. Co., Bristol, Ct.

Fishing Tackle
Martin's Sons, E. J., Rockville, Ct.

Fishing Tackle Boxes
Merriam Mfg. Co., Durham, Ct.

Five and Ten-Cent Goods
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Franklin Specialty Co., 811 Cherry St., Reading, Pa.

Fixtures, Electric Light
Novelty Mfg. Co., Waterbury, Ct.

Flask, Sanitary Glass
Bruebach, A., 882 W. 21st St., Chicago, Ill.

Flower-Bed Guards
Gilbert & Bennett Mfg. Co., Chicago, Ill.
Wright Wire Co., Worcester, Mass.

Flue and Tube Cleaners
Gem Mfg. Co., Pittsburg, Pa.

Flue Stops
Clark Mfg. Co., J. L., Rockford, Ill.

Fly Killers, Wire
Bigelow, J. F., Worcester, Mass.

Football Supplies
Draper & Maynard Co., Plymouth, N. H.

Food Choppers
Dana Mfg. Co., Cincinnati, O.
Landers, Frary & Clark, New Britain, Ct.
Rollman Mfg. Co., Mount Joy, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Food Cookers, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.

Foot Presses
(See Presses.)

Forks
(See Agricultural Implements.)

Fountains, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.

Fruit Presses
(See Presses.)

Furnaces and Heaters
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Furnaces
(See Soldering Furnaces and Gas Furnaces.)

Furniture Trimmings
American Ring Co., Waterbury, Ct.

Game Traps
Abingdon Trap Co., The, Abingdon, Ill.
Oneida Community, Ltd., Oneida, N. Y.

Garbage Cans
Arrow Can Co., 35 Warren St., New York.

Garden Hose
Revere Rubber Co., Boston, Mass.

Garden Tools
Arcade Mfg. Co., Freeport, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.

Garment Hangers
(See Hangers.)

Gas Furnaces
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.

Gas Heaters
Turner & Seymour Mfg. Co., Torrington, Ct.

Gas Lamps, Inverted
(See Lamps.)

Gas Lighters
Oakman Mfg. Co., 84 Chambers St., New York.

Gates, Steel Frame
Keystone Steel & Wire Co., Peoria, Ill.

Gates, Wire Farm
Spring Steel Fence & Wire Co., Anderson, Ind.

Gauges
Chapin-Stevens Co., Pine Meadow, Ct.
Williams & Co., J. H., Brooklyn, N. Y.

Germicide
(See Cow Ease.)

Glass Cutters
Hart Mfg. Co., The, Unionville, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Glass Cutting Boards
Lufkin Rule Co., Saginaw, Mich.

Glass Shelves
Novelty Mfg. Co., Waterbury, Ct.

Gloves, Baseball, etc.
Draper-Maynard Co., Plymouth, N.H.

Gongs
(See Bells.)

Glue
Baeder, Adamson & Co., Philadelphia, Pa.

Gopher Traps
Abingdon Trap Co., The, Abingdon, Ill.

Gouges
Reliance Edge Tool Co., Youngstown, O.

Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Grass Catchers
(See Catchers.)

Grass Hooks
North Wayne Tool Co., Hallowell, Me.

Grass Shears
(See Shears.)

Grease
(See Articles.)

Grease Cups
(See Lubricating Appliances.)

Griddles
Advance Mfg. Co., Racine Junction, Wis.

Grinders
(See Lawn Mower Grinders.)

Grinding Wheels
Carborundum Co., Niagara Falls, N.Y.
Pike Mfg. Co., Pike, N. H.
Royal Mfg. Co., 208 E. Walnut St., Lancaster, Pa.

Grindstone Fixtures
Reading Hardware Co., Reading, Pa.

Grindstones
Cleveland Stone Co., Cleveland, O.
Richards Mfg. Co., Aurora, Ill.

Grindstones, Bicycle
Cleveland Stone Co., Cleveland, O.
Richards Mfg. Co., Aurora, Ill.

Gun Cleaners
Union Hdw. Co., Torrington, Ct.

Guns
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., The, Dept. B, Norwich, Ct.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Parker Co., Chas., The, Meriden, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Hack Saws
(See Saws.)

Hair Clippers
(See Clipping Machines.)

Hame Fasteners
Bridgeport Chain Co., Bridgeport, Ct.

Hammer Handles
(See Handles.)

Hammers, Drop
Billings & Spencer Co., Hartford, Ct.
Merrill Bros., Brooklyn, N. Y.

Hammers, Hand
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., Hartford, Ct.
Franklin Specialty Co., Reading, Pa.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Magnet
Billings & Spencer Co., Hartford, Ct.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

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Hammers, Nickel Plated
Franklin Specialty Co., 811 Cherry St., Reading, Pa.
Pritchard-Strong Co., The, 29 Circle St., Rochester, N. Y.

Hammocks
Hohlfeld Mfg. Co., 8th and Dauphin Sts., Philadelphia, Pa.
Palmer Co., I. E., The, Middletown, Ct.

Hand Cars, Boys'
Glascock Bros. Mfg. Co., Muncie, Ind.
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.

Handcuffs,
(See Police Supplies.)

Handles, Tool
Smith & Hemenway Co., 108 Duane St., New York.
Tuck Mfg. Co., Brockton, Mass.

Handles, Wooden
Hartwell Bros., Chicago Heights, Ill.

Hand Screws
(See Screws.)

Hangers, Barn Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Louden Machinery Co., Fairfield, Ia.
Myers & Bro., F. E., Ashland, O.
National Mfg. Co., Sterling, Ill.
Richards Mfg. Co., Aurora, Ill.
Reading Hardware Co., Reading, Pa.

Hangers, Eave Trough
Berger Bros. Co., Philadelphia, Pa.
Holbrook Mfg. Co., The, Attleboro, Mass.

Hangers, Fire Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.

Hangers, Garment
Taplin Mfg. Co., New Britain, Ct.

Hangers, House Door
Arcade Mfg. Co., Freeport, Ill.
Chicago Spring Butt Co., Chicago.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
National Mfg. Co., Sterling, Ill.
Richards Mfg. Co., Inc., Aurora, Ill.

Hangers, Sash
Watrous Mfg. Co., E. L., Des Moines, Ia.

Hangers, Screen and Window
Phenix Mfg. Co., Milwaukee, Wis.

Hangers, Trouser, Skirt, etc.
Taplin Mfg. Co., The, New Britain, Ct.

Hardware Jobbers
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Simmons Hardware Co., St. Louis, Mo.

Hardware Manufacturers' Agents
Smith & Hemenway Co., 108-110 Duane St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Harness Dressing
Frank Miller Co., The, 394 West 26th St., New York.

Harness Snaps
Covert Mfg. Co., Troy, N. Y.
Reading Hardware Co., Reading, Pa.

Harness Straps
Covert Mfg. Co., Troy, N. Y.

Hasps and Staples
Reading Hardware Co., Reading, Pa.

Hatchets
(See Axes and Hatchets.)

Hay Knives
Ely Mfg. Co., Theo. J., Girard, Pa.
Iwan Bros., Streator, Ill.

Haying Tools
Hunt, Helm, Ferris & Co., Harvard, Ill.
Louden Machinery Co., Fairfield, Ia.
Myers & Bro., F. E., Ashland, O.

Heaters
(See Articles.)

Hedge Trimmers
North Wayne Tool Co., Hallowell, Me.

Heel Plates
Griffin Mfg. Co., Erie, Pa.

Hinges, Blind and Gate
Parker Co., Chas., The, Meriden, Ct.

Hinges, Box
Acme Steel Goods Co., Chicago, Ill.

Hinges, Floor
Bommer Bros., Brooklyn, N. Y.
Columbian Hdw. Co., Cleveland, O.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.
Shelby Spring Hinge Co., Shelby, O.
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.

Hinges, Jamb
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.

Hinges, Spring
Bommer Bros., Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago, Ill.
Columbia Hdw. Co., Cleveland, O.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Shelby Spring Hinge Co., Shelby, O.

Hinges, Strap and T
Griffin Mfg. Co., Erie, Pa.
National Mfg. Co., Sterling, Ill.
Stanley Works, New Britain, Ct.

Hinges, Window and Screen
Arcade Mfg. Co., Freeport, Ill.

Hip Rein Supporters
Read Mfg. Co., O. B., Troy, N. Y.

Hoes
(See Agricultural Implements.)

Hoists, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hoists, Electric
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hollow Ware
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Hooks, Belt
Bristol Co., Waterbury, Ct.

Hooks, Coat and Hat
Atlas Mfg. Co., New Haven, Ct.
National Mfg. Co., Sterling, Ind.
Williamson Wire Novelty Co., C. F., 56 Badger Ave., Newark, N. J.

Hooks, Conductor
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Iwan Bros., Streator, Ill.

Hooks, Moulding
Williamson Wire Nov. Co., 56 Badger Ave., Newark, N. J.

Hooks, Safety Ladder
Taplin Mfg. Co., New Britain, Ct.

Horse Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.

Horseshoe Nails
(See Nails.)

Horse Pokes
Ely Mfg. Co., Theo. J., Girard, Pa.

Horse Tail Bands and Ties
Read Mfg. Co., O. B., Troy, N. Y.

Hose Racks
Specialty Mfg. Co., St. Anthony Park, Minn.

Hose
(See Garden Hose.)

House Numbers
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Hydraulic Presses
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Ice Cream Freezers
Dana Mfg. Co., Cincinnati, O.
North Bros. Mfg. Co., Phila., Pa.
White Mountain Freezer Co., The, Nashua, N. H.

Ice Picks
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Franklin Specialty Co., Reading, Pa.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ice Tools
Arcade Mfg. Co., Freeport, Ill.
Gifford-Wood Co., Hudson, N. Y.
Schutte & Co., E. G., 230 Stark St., Cincinnati, O.

Incubators and Brooders
Miller Co., J. W., Box 118, Freeport, Ill.
Reliable Incubator & Brooder Co., Quincy, Ill.

Insulating Paper
(See Paper.)

Iron Stands
Franklin Specialty Co., 811 Cherry St., Reading, Pa.

Jacks
Covert Mfg. Co., Troy, N. Y.

Jacks, Ball Bearing
Acme Ball Bearing Sales Co., 56 Warren St., N. Y.

Jockey Stick
Ely Mfg. Co., Theo. J., Girard, Pa.

Joist Hangers
Columbian Hdw. Co., Cleveland, O.

Kerosene Mantle
Cohn G., 335 Broadway, New York.

Kettle Scrapers
(See Scrapers.)

Key Rings
Smith & Egge Mfg. Co., Bridgeport, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., 56 Badger Ave., Newark, N. J.

Kick Plates
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Turner Brass Wks., The, 61 Park Ave., Sycamore, Ill.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Kitchen Ware, Wire
Bridgeport Wire Goods Co., Bridgeport, Conn.

Knife Blanks
(See Blanks.)

Knives
(See Butcher, Mincing, Pocket, etc.)

Knobs, Repair
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Kraut Cutters
Atkins & Co., E. C., Indianapolis, Ind.

Ladders, Long and Extension
Berger, L. D., 59 North 2d St., Philadelphia, Pa.

Ladders, Rolling Shelf
Bicycle Step Ladder Co., 55 Randolph St., Chicago, Ill.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Ladders, Step
Smith & Son, F., Clinton, Ia.

Lamps
Hammer & Co., Branford, Ct.
Royal Gas Light Co., 209 E. Kinzie St., Chicago, Ill.

Lamps, Automobile
Ham Mfg. Co., C. T., Rochester, N.Y.

Lamps, Driving
Ham Mfg. Co., C. T., Rochester, N.Y.

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Lamps, Gas, Inverted
Ramsdell Inverted Lamp Co., The, 1123 Broadway, N. Y.

Lanterns
Ham Mfg. Co., C. T., Rochester, N. Y.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Latches
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Lathing, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., The, St. Louis, Mo.

Lawn Furniture
Buffalo Wire Wks. Co., Buffalo, N.Y.

Lawn Guards
Wright Wire Co., Worcester, Mass.

Lawn Mower Grinder
Coldwell Lawn Mower Co., Newburgh, N. Y.
Peoria Lawn Mower Grinder Co., 413 So. Wash St., Peoria, Ill.
Root Bros. Co., The, Plymouth, O.

Lawn Mower Sharpener
Richards, C. Fred'k, Detroit, Mich.

Lawn Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.
Philadelphia Lawn Mower Co., Philadelphia, Pa.
Reading Hdw. Co., Reading, Pa.
Worcester Lawn Mower Co., Worcester, Mass.

Lawn Sprinklers
Specialty Mfg. Co., St. Anthony Park, Minn.
Standard Stamping Co., Marysville, Ohio.
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Lawn Trimmers
(See Grass Trimmers.)

Leather Goods, Sporting
Draper & Maynard Co., Plymouth, N. H.

Lemon Squeezers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Landers, Frary & Clark, New Britain, Ct.
Parker & Co., Chas., Meriden, Ct.
Sommer's Son, John, Newark, N. J.

Levels
Chapin-Stephens Co., Pine Meadow, Ct.
Davis & Cook, Watertown, N. Y.
Stanley Rule & Level Co., New Britain, Ct.

Lighting Systems
Consolidated Gas & Electric Co., Chicago, Ill.
Gloria Light Co., Chicago, Ill.
Oakman Mfg. Co., 84-86 Chambers St., New York.
Royal Gas Light Co., 209 East Kinzie St., Chicago, Ill.

Lines
(See Articles.)

Locks and Knobs, Door
Deits, Alonzo E., 73 Clymer St., Brooklyn, N. Y.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Taylor & Boggis Fdry. Co., Cleveland, O.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Locks, Box
Acme Steel Goods Co., Chicago, Ill.

Locks, Unit
Russell & Erwin Mfg. Co., New Britain, Ct.

Lockers, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Lubricants
(See also Oil.)
Dixon Crucible Co., Jos., Jersey City, N. J.

Lubricators, Loose Pulley
Gem Mfg. Co., Pittsburg, Pa.

Lunch Kits, Auto Touring
Motor Car Equipment Co., 55 Warren St., New York.

Machinery
Diamond Saw & Stamping Works, Buffalo, N. Y.
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Machinists' Tools
Billings & Spencer Co., Hartford, Ct.
Diamond Saw & Stamping Works, Buffalo, N. Y.
Starrett Co., L. S., Athol, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Mail Boxes
(See Boxes.)

Manicure Goods
Cook Co., H. C., The, Ansonia, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Mangers
(See Stable Fixtures.)

Mantels
Ironton Wood Mantel Co., Ironton, O.

Manufacturers' Agents
(See Hardware.)

Match Safes
Smith & Hemenway Co., 108 Duane St., New York.

Mats, Flexible Steel
Acme Steel Goods Co., Chicago, Ill.

Mats, Wire
Clinton Wire Cloth Co., Clinton, Mass.

Meat Choppers
(See Food Choppers.)

Metal Ceilings
(See Ceilings.)

Metal Novelties
Cook Co., H. C., The, Ansonia, Ct.
Novelty Mfg. Co., Waterbury, Ct.

Metal Polish
(See Polish.)

Metals, Embossed
Novelty Mfg. Co., Waterbury, Ct.

Metals, Perforated
Clinton Wire Cloth Co., Clinton, Mass.
Novelty Mfg. Co., Waterbury, Ct.

Micrometers
Starrett Co., L. S., Athol, Mass.

Milk and Cream Testers
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Mincing Knives
Arcade Mfg. Co., Freeport, Ill.
Smith & Hemenway Co., 108 Duane St., New York.

Mirrors, Adjustable
Novelty Mfg. Co., Waterbury, Ct.

Miter Boxes
(See Boxes.)

Molders' Tools
Dobson, Wm., Canastota, N. Y.

Mop Wringers
Dana Mfg. Co., Cincinnati, O.
Eagle Cooperage Wks., Circleville, O.
Ely Mfg. Co., Theo. J., Girard, Pa.
White Mop Wringer Co., Fultonville, N. Y.

Mops
Arcade Mfg. Co., Freeport, Ill.
Eagle Cooperage Wks., Circleville, O.
Estes Mill, Fall River, Mass.

Motor Cars
(See Automobiles.)

Motors, Water
Lippincott, W. M. & I. Dept., Newark, N. J.

Moulding Hooks
Forsyth Mfg. Co., 808 Terrace St., Buffalo, N. Y.
Williamson Wire Nov. Co., C. T., 56 Badger Ave., Newark, N. J.

Mouse Traps
Abingdon Trap Co., The, Abingdon, Ill.
Animal Trap Co., Lititz, Pa.
Hotchkiss, E. S., Bridgeport, Ct.

Mowers
(See Horse; see Lawn.)

Nail Clips
(See Clippers.)

Nail Pullers
Bridgeport Hardware Mfg. Co. Bridgeport, Ct.
Morrill, Chas., 275 Broadway, N. Y
Smith & Hemenway, 108-110 Duane St., New York.
Tower & Lyon Co., 95 Chamber St., New York.

Nail Sets
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Tuck Mfg. Co., Brockton, Mass.

Nails, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Nails, Horseshoe
Wiebush & Hilger, Ltd., 9-15 Murray St., New York.

Nails, Picture
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Rubber Head
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Nails, Upholstery
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & H. P., New Brighton, Pa.

Neck Rein Holders
Read Mfg. Co., O. B., Troy, N. Y.

Needles, Machine
Excelsior Supply Co., Chicago, Ill.

Nippers
(See Pliers and Nippers.)

Nut Crackers
Arcade Mfg. Co., Freeport, Ill.

Nuts
(See Bolts and Nuts.)

Oil, Axle
Miller Co., Frank, 849 W. 26th St., New York.

Oil Cans, Spout and Faucet
Wall Mfg. Supply Co., P., Allegheny, Pa.

Oil Cans, Pocket
Meisselbach & Bro., A. F., 32-38 Prospect St., Newark, N. J.

Oil Cups
(See Lubricating Appliances.)

Oilers
American Tube & Stamping Co., Bridgeport, Ct.
Gem Mfg. Co., Pittsburg, Pa.
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Oilers, Force Pump
Bloomer, R. E., Keithsburg, Ill.

Oil, Lubricating
Cole Co., G. W., 145 Broadway, New York.
Pike Mfg. Co., Pike, N. H.

Oil Stones
Carborundum Co., Niagara Falls, New York.
Niagara Oil Stone Co., North Tonawanda, N. Y.
Pike Mfg. Co., Pike, N. H.

Oil Stoves
(See Stoves.)

Oil Tanks, Self Measuring
Bowser & Co., Inc., S. F., Ft. Wayne, Ind.

Optical Goods
Manasse, L., 88 Madison St., Chicago, Ill.

Padlocks
Miller Lock Co., Philadelphia, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Pails, Dairy
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Paint, Asphalt
Stowell Mfg. Co., Jersey City, N.J.

Paint Remover
(See Varnish Remover.)

Paint, Silica Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

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Paint, Wall Coating
Alabastine Co., Grand Rapids, Mich.
Paints, Enamels, etc.
Martin-Senour Co., The, 2514 Quarry St., Chicago.
Papers, Building and Roofing
Bird & Son, F. W., East Walpole, Mass.
Paring Knives
Smith & Hemenway Co., 108 Duane St., New York.
Patents
Peck, Hubert E., 625 F St., Washington, D. C.
Pencil Points, Engravers'
Carborundum Co., Niagara Falls, N.Y.
Perforated Metal
(See Metals.)
Picture Cord Wire
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Wright Wire Co., Worcester, Mass.
Picture Hooks
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Picture Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pins, Escutcheon
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pipe Cutters
Barnes Tool Co., New Haven, Ct.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Hangers, Steel
(See Hangers.)
Pipe Hooks and Straps
Berger Bros. Co., 231-237 Arch St., Philadelphia, Pa.
Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Taps, Reamers and Drills
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Vises
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Pistols
(See also Revolvers.)
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Planes
Chapin-Stephens Co., Pine Meadow, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Plasterers' Tools
Marshalltown Trowel Co., Marshalltown, Ia.
Plate Cleaners
Lasher Mfg. Co., Davenport, Ia.
Planters, Corn, Etc.
Sheffield Mfg. Co., Burr Oak, Mich.
Planters, Potato
Sheffield Mfg. Co., Burr Oak, Mich.
Plated Ware, Nickel
(Knives and Forks.)
Union Cutlery & Hardware Co., Unionville, Ct.
Plated Ware, Silver
(Knives and Forks.)
Union Cutlery & Hdw. Co., Unionville, Ct.
Plated Ware, Silver
American Silver Co., Bristol, Ct.
Associated Silver Co., 152-158 Lake St., Chicago, Ill.
International Silver Co., Meriden, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Pliers and Nippers
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Morrill, Chas., 275 Broadway, New York.
Smith & Hemenway Co., 108 Duane St., New York.
Schollhorn Co., Wm., New Haven, Ct.
Utica Drop Forge & Tool Co., Utica, N. Y.
Plows
Syracuse Chilled Plow Co., Syracuse, N. Y.
Plumb Bobs
Reading Hardware Co., Reading, Pa.
Starrett Co., L. S., Athol, Mass.
Plumbers' Brass Goods
Landers, Frary & Clark, New Britain, Ct.
Plumbing Fixtures
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.
Pocket Knives
Case & Sons, W. R., Bradford, Pa.
Northfield Knife Co., Northfield, Ct.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Police Supplies
Tower & Lyon Co., 95 Chambers St., New York.
Polish, Stove
Black Silk Stove Polish Works, Sterling, Ill.
Dixon Crucible Co., Jos., Jersey City, N. J.
Nickel Plate Stove Polish Co., Chicago, Ill.
Porcelain Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Porch Curtains
Comey, R. H., Jefferson Ave., Camden, N. J.
Post Hole Diggers
(See Augers.)
Pot Covers, Kitchen
Lasher Mfg. Co., Davenport, Ia.
Pot Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Poultry Netting
Clinton Wire Cloth Co., Clinton, Mass.
Gilbert & Bennett Mfg. Co., Chicago.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Presses, Foot
Shuster Co., F. B., The, New Haven, Ct.
Presses, Meat and Fruit
Erie Specialty Co., Erie, Pa.
Presses, Power
Shuster, F. B., Co., New Haven, Ct.
Pruning Shears
(See Shears.)
Pry Bar and Nail Puller
Bonner Mfg. Co., C. E., Chrisman, Ill.
Punches, Belt
Bemis & Call Hdw. & Tool Co., Springfield, Mass.
Schollhorn Co., Wm., New Haven, Ct.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Punches, Conductors'
Bridgeport Hardware Co., Bridgeport, Ct.
Schollhorn Co., Wm., New Haven.
Punches, Hand
Morrill, Chas., 275 Broadway, N. Y.
Push Carts
Syracuse Chilled Plow Co., Syracuse, N. Y.
Putty Knives
Kimball Co., C. J., Bennington, N.H.
Lamson & Goodnow Mfg. Co., Shelburne Falls, Mass.
Smith & Hemenway Co., 108 Duane St., New York.
Radiators
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.
Rake, Self-Cleaning
Cronk & Carrier Mfg. Co., The, Elmira, N. Y.
Rakes
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Ranges
(See Stoves.)
Ratchet Drills
Billings & Spencer Co., Hartford, Ct.
Ratchet Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Rat Traps
Abingdon Trap Co., The, Abingdon, Ill.
Hotchkiss, E. S., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Razor Blade Holder
(See Razor Stroppers, Safety.)
Razor Guards
Weiss, L. T., 297 Taaffe Place, Brooklyn, N. Y.
Razor Hones
Carborundum Co., The, Niagara Falls, N. Y.
Droescher, S. B., 79 Warren St., New York.
Niagara Oil Stone Co., North Tonawanda, N. Y.
Pike Mfg. Co., Pike, N. H.
Razor Stropper, Safety
Bestgen & Co., J. G., 161 Summer St., Boston, Mass.
Perfection Mfg. Co., 7 Water St., Boston, Mass.
Razor Strops
Kampfe Bros., 8 Reade St., N. Y.
Eddy Mfg. Co., Worcester, Mass.
Razors
Case & Sons, W. R., Bradford, Pa.
Droscher, S. B., 79 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Razors, Corn
Kampfe Bros., 8 Reade St., N. Y.
Razors, Safety
American Safety Razor Co., 320 Broadway, New York.
Gem Cutlery Co., 34 Reade St., N.Y.
Kampfe Bros., 8 Reade St., N. Y.
Ward Safety Razor Co., 751 Star Bldg., Chicago.
Reamers
Tuck Mfg. Co., Brockton, Mass.
Recording Instruments
Bristol Co., Waterbury, Ct.
Reels
(See Fishing Reels.)
Refrigerator Trimmings
Arcade Mfg. Co., Freeport, Ill.
Brass Goods Mfg. Co., Brooklyn, N. Y.
Refrigerators
Alaska Refrigerator Co., The, Muskegon, Mich.
G. R. Refrigerator Co., Grand Rapids, Mich.
Refrigerators, Metallic
Home Metallic Refrigerator Co., Albert Lea, Minn.
Registers, Wall and Floor
Berger, L. D., 59 No. Second St., Philadelphia, Pa.
Reloading Tools
Union Hdw. Co., Torrington, Ct.
Revolvers
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Iver Johnson's Arms & Cycle Wks., 168 River St., Fitchburg, Mass.
Riddles
(See Screens.)
Rifles
Hamilton Rifle Co., Plymouth, Mich.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Rifles, Air
Daisy Mfg. Co., 280 Union St., Plymouth, Mich.
Ring Rollers
Shuster Co., F. B., New Haven, Ct.
Ripping Bar
Marshalltown Trowel Co., Marshalltown, Ia.

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Rivet Machines
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Riveting Machines
Root Bros. Co., The, Plymouth, O.
Shuster Co., F. B., New Haven, Ct.

Riveting Machines, Hand
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Rivets
Garland Nut & Rivet Co., Pittsburg, Pa.
Townsend Co., C. C. & H. P., New Brighton, Pa.

Roller Skates
(See Skates.)

Roof Coating, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Roofing Felts
Stowell Mfg. Co., Jersey City, N. J.

Roofing Paper
(See Paper.)

Roofing, Slate
Johnson Co., E. J., 38 Park Row, New York.

Roofings, Prepared
Barrett Mfg. Co., New York.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Stowell Mfg. Co., Jersey City, N. J.

Rope
(See Cordage.)

Rubber Force Cups
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Matting
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Cane and Crutch
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Slotted Screw
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rules
Chapin-Stephens Co., Pine Meadow, Ct.
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Stanley Rule & Level Co., New Britain, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Sad Irons, Asbestos
Dover Mfg. Co., Canal Dover, O.

Safety Razors
(See Razors.)

Sand Paper
(See Emery Paper.)
(See Carborundum Paper & Cloth.)

Sash Chains
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community Co., Oneida, N.Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Sash Cord
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., Boston, Mass.

Sash Fasteners
(See Fasteners.)

Sash Hangers
(See Hangers.)

Sash Lifts
Columbian Hdw. Co., Cleveland, O.

Sash Locks
Champion Safety Lock Co., Geneva, O.
Ives Co., H. B., New Haven, Ct.
National Mfg. Co., Sterling, Ill.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Shelby Spring Hinge Co., Shelby, O.
Taylor Mfg. Co., Hartford, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Sash Operating Devices
Drouve Co., G., Bridgeport, Ct.

Sash Pulleys
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Saw Clamp
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Saw Handles, Cross-Cut
Ely Mfg. Co., Theo. J., Girard, Pa.

Saw Jointer
Pike Mfg. Co., Pike, N. H.

Saw Sets and Tools
Atkins & Co., E. C., Indianapolis, Ind.
Morrill, Chas., 275 Broadway, N.Y.C.
Smith & Hemenway Co., 108 Duane St., New York.

Sawing Machines (Hand and Foot Power)
Barnes Tool Co., New Haven, Ct.

Saws, Hack
Atkins & Co., E. C., Indianapolis, Ind.
Diamond Saw & Stamping Works, Buffalo, N. Y.
Millers Falls Co., 28 Warren St., New York.
Union Hardware Co., Torrington, Ct.

Saws, Hand, etc.
Atkins & Co., E. C., Indianapolis, Ind.
Norvell-Shapleigh Hardware Co., St. Louis, Mo.
Simonds Mfg. Co., Fitchburg, Mass.

Saws, Ice
Gifford-Wood Co., Hudson, N. Y.

Saws, Keyhole
Bridgeport Hdw. Mfg. Co., The, Bridgeport, Ct.

Scales
Landers, Frary & Clark, New Britain, Ct.
Osgood Scale Co., Binghamton, N.Y.
Pelouze Scale & Mfg. Co., 118 W. Jackson Boul., Chicago, Ill.
Reading Hdw. Co., Reading, Pa.
Stimpson Scale and Mfg. Co, 100 Park Place, Northville, Mich.

Scissors
(See Shears.)

Scissors Grinder
Buck, V. P., 82 Lincoln St., Boston, Mass.

Scrapers, Foot
National Mfg. Co., Sterling, Ill.
Reading Hdw. Co., Reading, Pa.

Screen and Window Hangers
(See Hangers.)

Screens, Coal, Sand, etc.
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Gilbert & Bennett Mfg. Co., Chicago, Ill.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Screens, Metallic, Adjusting
Metallic Screen Co., Collins, Wis.

Screw Drivers
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., The, Hartford, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
North Bros. Mfg. Co., Phila., Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Tuck Mfg. Co., Brockton, Mass.

Screw Machine Products to 1 in. Diameter
Barnes Co., Wallace, The.

Screw Pulleys
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Screws, Hand and Bench
Chapin-Stephens Co., Pine Meadow, Ct.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Reading Hardware Co., Reading, Pa.

Screws, Wood
Parker Co., Chas., The, Meriden, Ct.

Scribes, Timber
Bemis & Call Hdw. & Tool Co., Springfield, Mass.

Scythes
North Wayne Tool Co., Hallowell, Me.

Scythe Stones and Whetstones
Carborundum Co., Niagara Falls, N.Y.
Cleveland Stone Co., Cleveland, O.
Pike Mfg. Co., Pike, N. H.

Seed Sowers
Cyclone Seeder Co., Urbana, Ind.

Separators, Dairy Cream
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Settees and Chairs, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.

Sharpeners
(See Articles.)

Shears and Scissors
Atlas Shear Co., Bridgeport, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Columbian Cutlery Co., Reading, Pa.
Heinisch's Sons Co., R., Newark, N. J.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Shears, Grass
Columbian Cutlery Co., Reading, Pa.
Smith & Hemenway Co., 108 Duane St., New York.

Shears, Pruning
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Rhodes Mfg. Co., 22 N. Pine St., Grand Rapids, Mich.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Shears, Sheep
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Columbian Cutlery Co., Reading, Pa.
Smith & Hemenway Co., 108 Duane St., New York.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Sheet Metal Specialties
Bridgeport Wire Goods Co., Bridgeport, Ct.

Shelf Boxes
(See Boxes.)

Shelf Ladders
(See Ladders.)

Shelving, Hardware
Warren Mfg. Co., J. D., Chicago, Ill.

Shingle Gauge
(See Gauges.)

Shoe Holder and Polisher
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Shoe Knives
Case & Sons, W. R., Bradford, Pa.

Shoe Lasts and Stands
Root Bros. Co., The, Plymouth, O.

Shot Guns
(See Guns.)

Shovels, Spades and Scoops
Avery Stamping Co., Cleveland, O.

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Show Cases
(See Display Cases.)

Signs, Decalcomania
Meyercord Co., The, Chamber of Commerce, Chicago, Ill.

Silverware
(See Plated Ware.)

Sink Brushes, Wire
Bigelow, J. F., Worcester, Mass.

Sink Cleaners
Bridgeport Wire Goods Co., Bridgeport, Ct.

Sink Strainers
(See Strainers.)

Sinks
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Skate Sharpeners
Osborn Mfg. Co., Cleveland, O.
Smith & Hemenway Co., 108 Duane St., New York.

Skates, Ice
Barney & Berry, Springfield, Mass.
Martin Skate Co., Boston, Mass.
New York Sporting Goods Co., 17 Warren St., New York.
Union Hdw. Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skates, Roller
Barney & Berry, Springfield, Mass.
Chicago Roller Skate Co., 65 S. Canal St., Chicago, Ill.
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
New York Sporting Goods Co., 17 Warren St., New York.
Richardson Ball Bearing Skate Co., 501 Wells St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skirt Hangers
(See Hangers.)

Skylights
Drouve Co., G., Bridgeport, Ct.

Sleds
Hunt, Helm, Ferris & Co., Harvard, Ill.

Sleds, Coaster
Hill Standard Mfg. Co., 458 Chase St., Anderson, Ind.

Snow Shovels
Avery Stamping Co., Cleveland, O.

Solderene
Solderene Co., 53 State St., Boston, Mass.

Solderene Flux Sticks
Solderene Co., 53 State St., Boston, Mass.

Solderene Paste
Solderene Co., 53 State St., Boston, Mass.

Solderene Sticks, Aluminum
Solderene Co., 53 State St., Boston, Mass.

Soldering Coppers
Clendennin Bros., Baltimore, Md.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Soldering Furnace, Kerosene
Barnes Tool Co., New Haven, Ct.

Soldering Furnaces
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Soldering Sets
Arcade Mfg. Co., Freeport, Ill.

Spark Guards, Wire
Buffalo Wire Works, Buffalo, N. Y.

Spoke Shaves
Stanley Rule & Level Co., New Britain, Ct.

Spoons and Forks
(See Plated Ware.)

Spoons, Tinned
Atlas Mfg. Co., New Haven, Ct.

Sporting Goods
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Draper-Maynard Co., Plymouth, N. H.
New York Sporting Goods Co., 17 Warren St., New York.

Spraying Machines
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, O.

Spring Hinges
(See Hinges.)

Springs
Barnes Co., Wallace, The, Bristol, Ct.
Tuck Mfg. Co., Brockton, Mass.

Sprockets, Cycle and Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.

Squares, Steel
Nicholls Mfg. Co., Ottumwa, Ia.
Russell & Erwin Mfg. Co., New Britain, Ct.

Squares, Try, Mitre, etc.
Stanley Rule & Level Co., New Britain, Ct.
Union Cutlery & Hardware Co., Unionville, Ct.

Stable Fixtures
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Stamping, Sheet Metal
Avery Stamping Co., Cleveland, O.
Mossberg Co., Frank, Attleboro, Mass.
Tuck Mfg. Co., Brockton, Mass.

Staple Machines
Shuster Co., F. B., New Haven, Ct.

Staple Puller, Fence
Bonner Mfg. Co., C. E., Chrisman, Ill.
Utica Drop Forge & Tool Co., Utica, N. Y.

Staples, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Wright Wire Co., Worcester, Mass.

Steak Pounders
Arcade Mfg. Co., Freeport, Ill.

Steel
American Tube & Stamping Co., Bridgeport, Ct.

Steel Stampings, Cold Rolled
Advance Mfg. Co., Racine Junction, Wis.
American Tube & Stamping Co., Bridgeport, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Mossberg Co., Frank, Attleboro, Mass.

Steel Ware, Cooking
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Step Ladders
(See Ladders.)

Stocks and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Stove Polish
(See Polish.)

Stove Trucks
(See Trucks.)

Stoves and Ranges
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Stoves, Oil and Gasoline
Taylor & Boggis Fdy. Co., Cleveland, O.

Strainers, Sink
Andrews Wire & Iron Wks., Rockford, Ill.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Stretchers, Fence
(See Wire Stretchers.)

Strops
(See Razor Strops.)

Sweepers, Lawn and Walk
Green Mfg. Co., Springfield, O.

Swings, Porch and Lawn
National Ventilator Co., 149 South Jefferson St., Chicago, Ill.

Table Ware
(See Plated Ware.)

Tackle Blocks
(See Blocks.)

Tacks, Brass Head
American Ring Co., Waterbury, Ct.

Tacks, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Tamale Kettles
(See Kettles.)

Tanks
(See Articles.)

Tapes, Measuring
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Starrett Co., L. S., Athol, Mass.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Tapping Machines for Street Mains
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Taps and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Tempering Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Thumb Tacks
Hawkes-Jackson Co., 82 Duane St., New York.

Ties, Horse and Cow
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.

Tilling Spades
Iwan Bros., Streator, Ill.

Tin Boxes, Cash, Bond, etc.
(See Boxes.)

Toasters, Bread
Harkins & Willis, Ann Arbor, Mich.
Standard Stamp'g Co., Marysville, O.

Tongs, Machinist
Barnes Tool Co., New Haven, Ct.

Tool Bags
(See Articles.)

Tool Chests and Cabinets
American Tool Chest Co., 200 W. Houston St., New York.

Tool Racks
Herrick Co., F. A., Jackson, Mich.

Tool Steel
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Tools
(See Articles.)

Torches, Engine
Gem Mfg. Co., Pittsburg, Pa.
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Torches, Plumbers'
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Torches, Outdoor, Gasoline
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Towel Bars
Taplin Mfg. Co., The, New Britain, Ct.

Traps
(See Articles.)

Tree Guards
Buffalo Wire Wks. Co., Buffalo, N.Y.
Wright Wire Co., Worcester, Mass.

Trellis Work
Wright Wire Co., Worcester, Mass.

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Trolley Tracks, Overhead
Coburn Trolley Track Mfg. Co., Holyoke, Mass.

Trouser Hanger
(See Hangers.)

Trowels, Masons'
Atkins & Co., Inc., E. C., Indianapolis, Ind.
Marshalltown Trowel Co., Marshalltown, Ia.

Trowels, Garden
Avery Stamping Co., Cleveland, O.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Trucks, Factory
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Trucks, Hand
Clark Co., Geo. P., The, Windsor Locks, Ct.

Trucks, Nail Keg
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Trucks, Stove
Arcade Mfg. Co., Freeport, Ill.

Tubing, Steel
American Tube & Stamping Co., Bridgeport, Ct.
Shelby Steel Tube Co., Pittsburg, Pa.

Turnbuckles
Merrill Bros., Brooklyn, N. Y.
Huenefeld Co., E. H., The, Cincinnatti, O.
Manning, Bowman & Co., Meriden, Conn.

Twines
(See also Cordage.)
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.

Twist Drills
(See Drills.)

Varnish
Adams & Elting Co., Chicago, Ill.

Valves and Fittings
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Valves and Plungers
Berger Bros. Co., Philadelphia, Pa
Berger, L. D., 59 North 2d St., Philadelphia, Pa.

Vases, Iron
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Ventilators
Drouve Co., G., Bridgeport, Ct.
Iwan Bros., Streator, Ill.

Ventilators, Adj. Window
National Ventilator Co., 149-51 So. Jefferson St., Chicago, Ill.

Ventilators, Revolving
Berger Bros. Co., Philadelphia, Pa.

Vises
Abernathy Vise & Tool Co., 881 Englewood Ave., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Leavens Mfg. Co., Vineland, N. J.
Parker Co., Chas., Meriden, Ct.
Rock Island Tool Co., Rock Island, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Williams & Co., J. H., Brooklyn, N. Y.

Waffle Irons
Ely Mfg. Co., Theo. J., Girard, Pa.
Reading Hardware Co., Reading, Pa.

Wagon Jacks
(See Jacks.)

Wagons, Coaster
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.
Hunt, Helm, Ferris & Co., Harvard, Ill.

Wagons, Delivery
Sycamore Wagon Works, 109 Edward St., Sycamore, Ill.

Wash Tubs
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Washers
(See Bolts and Nuts.)

Washers, Friction
Barnes Co., Wallace, The, Bristol, Ct.

Washing Machines
Brammer Mfg. Co., H. F., 1469 W. Second St., Davenport, Ia.
Glascock Bros. Mfg. Co., Muncie, Ind.
Horton Mfg. Co., Ft. Wayne, Ind.
Waverley Woodenware Wks., St. Joseph, Mo.
White Lily Washer Co., Davenport, Ia.

Washing Machines — Water Motor
American Washer Co., 118 Sydney St., St. Louis, Mo.
Coffield & Son, P. T., Dayton, O.

Waste
Estes Mills, Fall River, Mass.

Watches
New Haven Clock Co., New Haven, Ct.

Water Motors
(See Motors.)

Weather Vanes
Friedley-Voshardt Co., 194-204 Mather St., Chicago, Ill.

Welding Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Welding Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Well Wheels
Reading Hardware Co., Reading, Pa.
Union Elevator & Machine Co., 144 Ontario St., Chicago, Ill.

Wheelbarrows
McWhinnie Wheelbarrow Works, Poughkeepsie, N. Y.
Syracuse Chilled Plow Co., Syracuse, N. Y.

Whip Display Rack
Best, John H., Galva, Ill.

Wholesalers, Gen'l Mdse.
Butler Bros., Chicago, Ill.

Wicking
Estes Mills, Fall River, Mass.

Window Cleaners
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Window Cord
(See Sash Cord.)

Window Fasteners
(See Sash Locks.)

Window Signs
(See Decalcomania Signs.)

Window Screens
(See Screens.)

Wire, Barbed
Keystone Steel & Wire Co., Peoria, Ill.

Wire Baskets
(See Baskets.)

Wire Chains
(See Chains.)

Wire Cloth
Buffalo Wire Works Co., Buffalo, N. Y.
Clinton Wire Cloth Co., Clinton, Mass.
Gilbert & Bennett Mfg. Co., Chicago, Ill.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Wire Clothes Line
(See Clothes Line.)

Wire Cutters
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.

Wire-Drawing Machinery
Wright Wire Co., Worcester, Ct.

Wire Fences
(See Fencing, Iron and Wire.)

Wire Goods
Andrew Wire & Iron Wks., Rockford, Ill.
Bridgeport Wire Goods Co., Bridgeport, Ct.
Buffalo Wire Works Co., Buffalo, N. Y.
Gilbert & Bennett Mfg. Co., Chicago, Ill.
Parker Wire Goods Co., Worcester, Mass.

Wire Lathing
(See Lathing.)

Wire Nails
(See Nails.)

Wire Pliers
Bonner Mfg. Co., C. E., Chrisman, Ill.

Wire Reels
Eureka Fence Co., Richmond, Ind.
Mossberg Co., Frank, Attleboro, Mass.

Wire Rope, Iron and Steel
Wright Wire Co., Worcester, Mass.

Wire Specialties
(See Articles.)

Wire Straightening Machs.
Shuster Co., F. B., The, New Haven, Ct.

Wire Stretchers
Arcade Mfg. Co., Freeport, Ill.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Keystone Steel & Wire Co., Peoria, Ill.
Spring Steel Fence & Wire Co., Anderson, Ind.

Wood Screws
(See Screws.)

Wrench, Reversible Chain
Bonner Mfg. Co., C. E., Chrisman, Ill.
Williams & Co., J. H., Brooklyn, N. Y.

Wrenches
Barnes Tool Co., New Haven, Ct.
Bemis & Call Hardware & Tool Co., Springfield, Mass.
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Bullard Automatic Wrench Co., Providence, R. I.
Coes Wrench Co., Worcester, Mass.
Hawkeye Wrench Co., Box 327, Marshalltown, Ia.
McCabe, F. J., Shelton, Ct.
Mossberg Co., Frank, Attleboro, Mass.
Page-Storms Drop Forge Co., Springfield, Mass.
Russell & Erwin Mfg. Co., New Britain, Ct.
Star Mfg. Co., Carpentersville, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Vandegrift Mfg. Co., Shelbyville, Ind.
Walworth Mfg. Co., 128-136 Federal Bldg., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

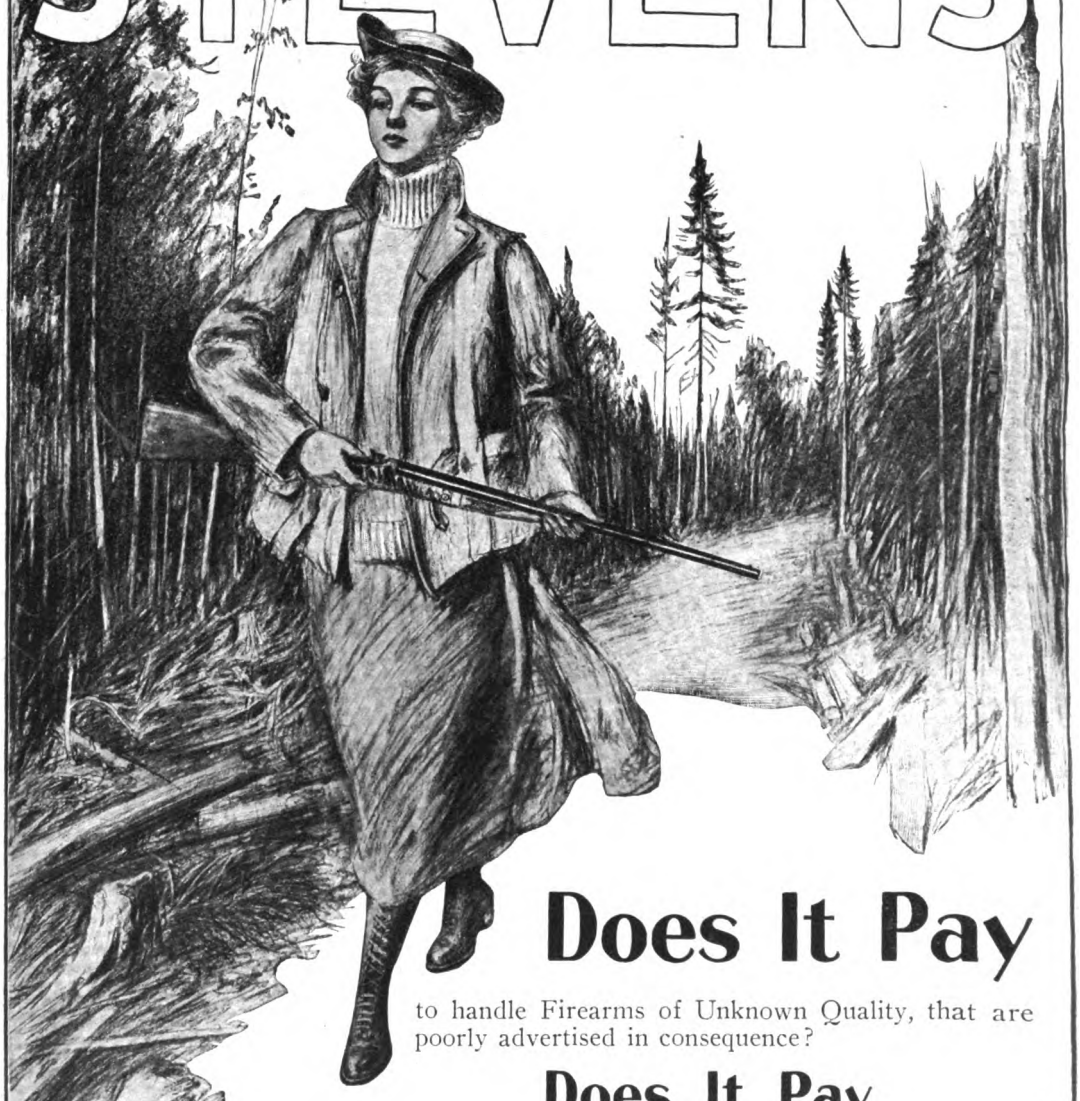
Wrenches, Fittings
Williams & Co., J. H., Brooklyn, N. Y.

Wringers
(See Articles.)

Yarn, Lath and Fodder
Columbian Rope Co., Auburn, N. Y.

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Does It Pay

to handle Firearms of Unknown Quality, that are poorly advertised in consequence?

Does It Pay

to swim up stream, when there is no necessity for so doing?

PUSH STEVENS ARMS AND PROSPER.
MADE RIGHT. MARKETED RIGHT. ADVERTISED RIGHT.

J. STEVENS ARMS & TOOL CO.

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Ask your Jobber. CHICOPEE FALLS, MASS., U.S.A. *Send for Catalogs.*

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Advertised extensively. Moun
cards. Dealer's profit, 100 per ce
Hardware and 300 Saddlery Job
hasn't them, order of Saddlery
for 48-page catalog.
O. B. READ MFG. CO.,

BOLT CLIPPERS

"EASY"
"NEW EASY"
"ALLEN-RANDALL"

H. K. PORTER

Factory and Office:
6 Ashland St., Everett, Mass., U. S. A.

THIS IS THE TRADE MARK OF THE GENUINE

"STILLSON" WRENCH



IT IS A GUARANTEE of Quality and your Protection Against Inferior Imitations



WALWORTH M'F'G CO.

SOLE MAKERS

BOSTON, 128-136 Federal Street.
NEW YORK Office, Park Row Building.

WRITE FOR RED BOOKLET OF TOOLS

THE AJAX SELF WITHDRAWING WOOD BORING MACHINE

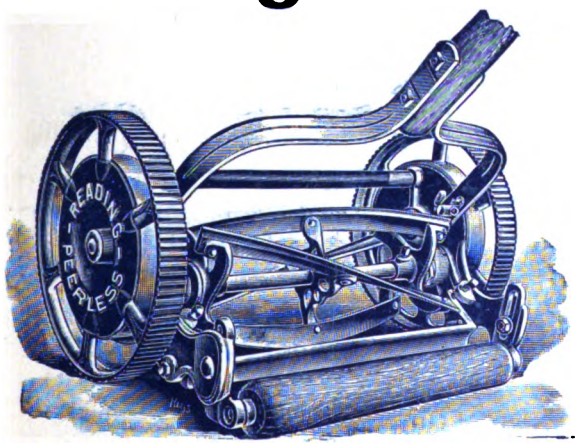


does not require a special auger
Will bore to any depth; strong and durable.. All important parts of malleable iron. --
Sold by the wholesale hardware trade

AJAX MANUFACTURING CO.
PITTSBURGH, PA.

Manufacturers of the Ajax and Phillips Wood Boring Machines, Standard and I.X.L. Saw Gummers, Collins Self Feed and Dudgeon Style Tube Expanders, Cutters, Swages, etc.

Reading Lawn Mowers



Complete line of up-to-date Mowers with and without Ball-Bearings. Finest materials and workmanship. Send for Catalogue and Prices.

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1908 Historical Wholesale Hardware Dire

Price, $1.00 Postpaid — Gives Date Established, Territory Covered, Class of Goods Handled, Whether Incorporated or Not, Etc.

DANIEL T. MALLETT, Publisher, 253 Broadway, New

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Are uniform Are economical
Are just right

self that they are as we say
as their name signifies—all ST

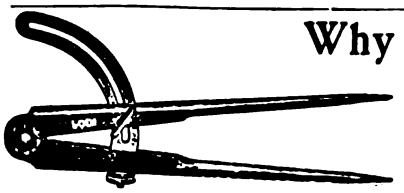
LLERS FALLS CO., 28 Warren Street, New Yo

Nicholson File Company

General Offices:
Providence, R. I., U. S. A.



FILES AND RASPS



Why not divide your orders on Dividers and try the new **"LODI DIVIDERS"** as others are doing ?

SPECIAL FEATURES: Sheet steel, bright finish, light weight. Brass adjusting nuts, made on a different principle than others. Best low priced Divider ever produced.

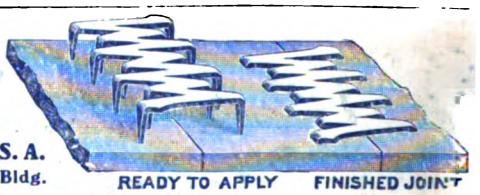
THE WM. SCHOLLHORN CO., New Haven, Conn.
MANUFACTURERS OF
Bernard's Patent Pliers, Nippers, Punches and Tools

BRISTOL'S STEEL BELT LACING

MOST EFFICIENT FASTENER FOR ALL BELTS

Saves Money for User :: Good Profit for Dealer
Write for New Circular AA and Samples

THE BRISTOL COMPANY, Waterbury, Conn., U. S. A.
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The KINGFISHER Trade-Mark on a silk line stands for quality first, last and all the time. For sale by every large jobber in this country.

Send for our Catalogue. It's worth having

E. J. MARTIN'S SONS Makers of the KINGFISHER Brand of Silk Lines
ROCKVILLE, CONN.

GEM Nail Clipper



Big sales and big profits. Everybody wants the Gem Nail Clipper—a simple little two-inch device that cuts and trims nails and hangnails quickly and evenly. It is well advertised and is meeting with large sales everywhere. Sells for 25c. The new sterling silver handled Clipper retails for $1.00. Each price allows a wide margin of profit.

A handsome metallic display standard free to dealers. Write for prices.

THE H. C. COOK CO., Ansonia, Conn.
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AMERICAN TOOL CHEST CO.

Factory and Salesroom:
200 West Houston St., NEW YORK, U. S. A.

TOOL CHESTS; all sizes, complete with tools, for Boys, Youths, Gentlemen, Farmers, Railroads and Carpenters' use; also Tool Cabinets, Machinists', Electricians' and Pipe Fitters' Empty TOOL CHESTS. Agents for Steel Tool Chests.

SEND for LATEST CATALOGUE

JOHN SOMMER'S PERFECTION RED CEDAR FAUCETS

First Quality Warranted Finely Finished
Made out of the Best Selected Florida Red Cedar. Only the Genuine are stamped in the wood, with our trade-mark—MALTESE CROSS.
Write for prices on all kinds of Wood Faucets.

JOHN SOMMER'S SON
355-365 CENTRAL AVENUE NEWARK, N. J.

Covert Mfg. Co.

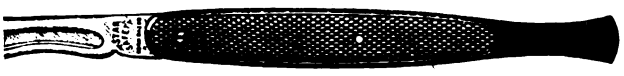
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STEEL CARRIAGE and WAGON JACKS

All steel and cannot be broken.
Costs less than other jacks.
Adjusts from 15 to 25 inches.

Minimum Weight Maximum Strength



WHY SHOULD YOU SUFFER
Be Your Own Chiropodist

THE STAR SAFETY CORN RAZOR Price $1.00. Full descriptive circular mailed on re-
PFE BROS., 8 READE ST., NEW YORK CITY, Mfrs. Star Safety Shaving Ra

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Smith's Curtain Poles

SAMSON CORDAGE WORKS
Boston, Mass.

Dealer INDIA OILSTONES FAT
Made in 59 different shapes and sizes and Coarse, Medium and Fine Grits. Send for Price List, Dept. B.
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HARDWARE DEALERS MAGAZINE

Published by Daniel T. Mallett at 253 Broadway, New Yo



Vol. 29 | BUYERS' REFERENCE TO ADVERTISEMENTS—PAGES 444-453 | Whole

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Everlasting Brazed Steel

P. WALL MFG. SUPPLY COMPANY
Allegheny, Pa.


OILERS


TORCHES


GONGS

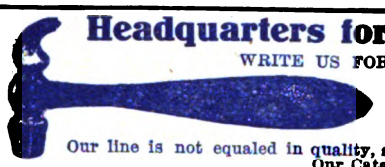


HAMMUNDS SLUG SHOT Used 27 years to kill Potato Bugs, Currant Worms, Cabbage Worms, etc. *Sold by dealers in seeds all over America.* Put up in popular packages. Send for prices, etc., to B. HAMMOND, Fishkill on Hudson, N. Y.



Headquarters for Quick Selling Specialties

WRITE US FOR PRICES AND DISCOUNTS ON



FIVE AND TEN CENT GOODS

NICKEL PLATED HAMMERS, ETC.

Our line is not equaled in quality, style, finish and price. *Let us prove this assertion.* Our Catalogue will interest you.

FRANKLIN SPECIALTY CO., 811 Cherry St., Reading, Pa.
NEW YORK OFFICE: S. J. Eisenmann, 102 Chambers St.



ICE TOOLS

ELEVATORS
CONVEYORS



Gifford-Wood Co.
Hudson, N.Y. Arlington, Mass.
Chicago, Ill.

THERE IS NO BETTER NAIL PULLER THAN THE "MORRILL"



Let us tell you all about it

CHAS. MORRILL, 275 Broadway, New York



GEM OILERS

THE OTHER NAME FOR

ECONOMY

Try Them and Be Convinced

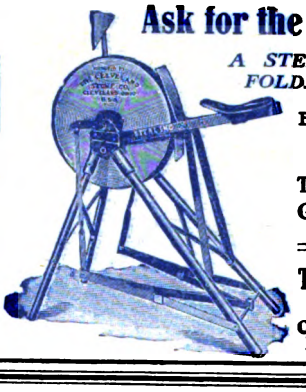
WRITE FOR CATALOG

GEM MFG. CO.
PITTSBURG, PA.

All Goods Guaranteed

Ask for the STERLING

A STEEL TUBULAR FOLDING FRAME



Ball-Bearing
Crated

The Best Mounted Grindstone Made

The Cleveland Stone Co.
Cleveland Chicago
New York Boston



SEND YOUR ORDERS FOR

Mason and Plasterer's Drying Stoves

TO

THE G. DROUVE CO., BRIDGEPORT, CONN.

who make the best, strongest and lightest drying stove on the market. Exactly as shown in cut. With or without brick lining and with or without top.

PRICES RIGHT — Sole Manufacturers of — DELIVERY PROMPT

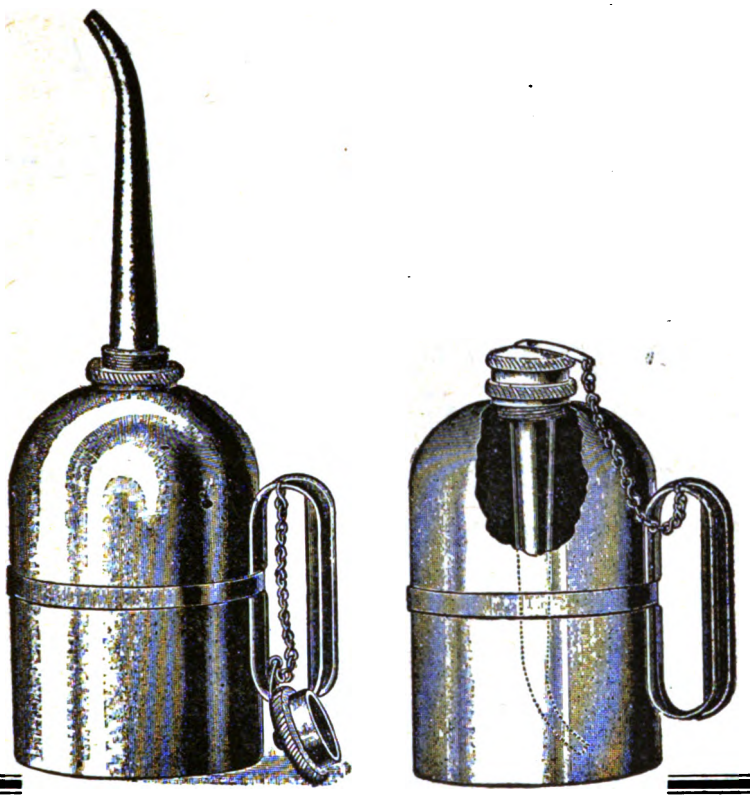
THE LOVELL WINDOW OPERATING DEVICE

The best device on the market for operating long line of sash from one station, and

THE "ANTI-PLUVIUS" SKYLIGHT

The best puttyless skylight in the world. Send for descriptive leaflets, mentioning this paper

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The "Automobile" Can

For Gasolene, Benzine, Naphtha, Alcohol, Etc.

HAS A CAPACITY OF ONE GALLON

No automobilist can afford to be without one, as it will help to carry him **at least ten miles** and prevent being "held up" on some "lone" country road for **lack of gasolene** in the tank; the usual experience of many who indulge in long rides without knowing where they are coming out.

THE SPOUT, as shown by the illustrations on this page, when not in use is inverted and concealed inside the can; the **hermetical** screw cap preserving the **volatile** and **explosive** properties of the contents.

Heavily Nickel-Plated and Beautifully Finished

Copperized and Nickel-Plated OILERS, LAMPS, and OILER SETS

Send for Catalogue

The American Tube & Stamping Co.

NEW YORK OFFICE, 100 Broadway :: BRIDGEPORT, CONN.

Cable Address: "Wilmotheln," Bridgeport. Codes: Lieber's and A B C, 4th Edition.

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It PAYS to Handle

Hopkins & Allen Firearms

The great demand for our goods allows us to market a high-grade line at popular prices. Durable—perfectly finished—accurate rifles, revolvers and shotguns.

Our goods make customers and they keep customers.

Our extensive advertising is making customers for you if you carry our line.

Send us your name for our files. We want to keep you in touch with our new campaigns and supply you with new advertising matter. It's to your advantage.

WRITE NOW

THE HOPKINS & ALLEN ARMS CO.

NORWICH, CONN.

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A MAN-TO-MAN TALK.

What About It ?

"WHAT about it?"

We make no apology for the abruptness of this question.

Business-men like brevity.

And this is addressed to business-men.

The "IT" in the query needs explanation.

"IT" means the advertising matter which we have brought to your attention from time to time.

The advertising matter prepared by us to help you if you handle any of our products:

Yale Night Latches,
Yale Locks,
Yale Padlocks,
Y & T Blount Door Checks.

What have ***you*** done for it?

What has ***it*** done for you?

We want a Man-to-Man talk; a fuller, freer exchange of views.

Our Plan

If, after you had bought a bill of goods from us, a representative of our house came along and said:

"You have Yale & Towne goods in stock, and we are going to sell them for you; we are going to put into your store, at no expense to you, a Yale & Towne bright Special Salesman; he knows the line, will talk it up and keep things moving."

If such a proposition were made, you would surely accept it.

And, when the expert salesman came, you'd see to it that he kept persistently at work, and you'd write to us and tell us whether he was competent or not.

You would never allow him to loll behind the counter, asleep in an easy chair, or to lounge about reading novels,—even though he cost you nothing.

You'd have him "on the job" all the time, or you'd let us know.

Now, we do ***not*** install a salesman for you.

That is, not a flesh-and-blood salesman.

But ***if*** you carry our goods in stock we ***do*** furnish you with the best levers to move sales that money can buy.

This is in the form of

Illustrated Catalogues,	Leaflets,
Booklets,	Stories,
Package Tags and Labels,	Newspaper Advertisements,
Electrotypes,	Display Cards,
Signs,	Display Boards, etc.

Each piece of printed matter bears your name and address conspicuously printed on the cover.

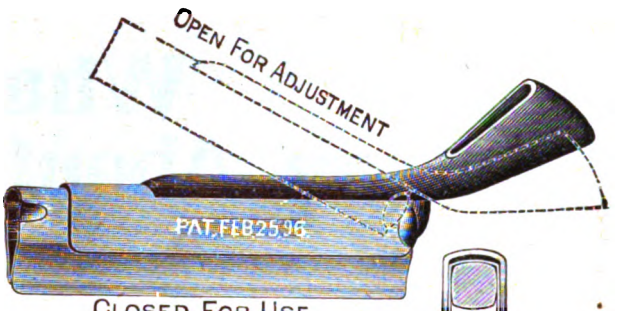
Let us tell you more about this ***free*** sales-moving equipment. We have some books of Advertising "Suggestions" which will prove interesting. Write us for them.

Dealers' Advertising Service

The Yale & Towne Mfg. Company

9 Murray Street, New York

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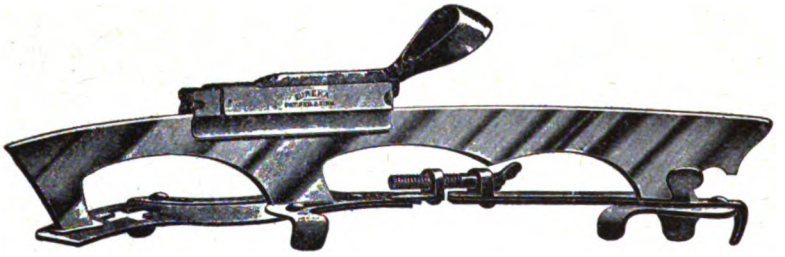
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FILE SECTION

"EUREKA" SKATE TOOL

FRONT VIEW

Simple and accurate, Automatic in adjustment. Made from the finest of Tool Steel, highly polished and Nickel-Plated. File is cut on all four sides, two being *flat* and two *convex.*



¶ The ONLY, PRACTICAL, UP-TO-DATE Skate Sharpener made. "Eureka" will sharpen any Skate.

Ask your jobber or us for sample and price

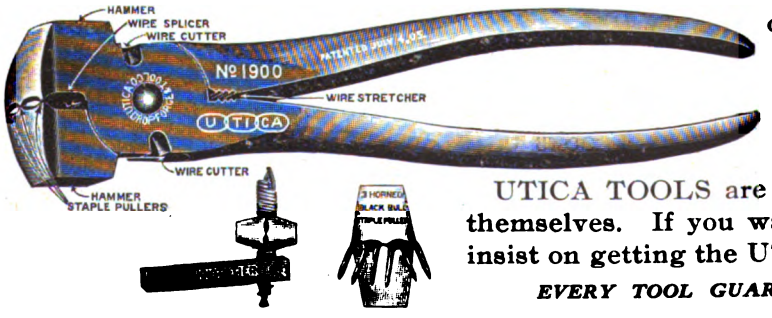
SMITH & HEMENWAY CO.

Manufacturers and Importers of Hardware Specialties

108 DUANE STREET : . NEW YORK CITY

THE UTICA BLACK BULL STAPLE PULLER

The strongest, the handiest and most durable staple puller made



Only the Genuine bear this Mark

U TI CA TRADE MARK

UTICA TOOLS are in a class by themselves. If you want the Best, insist on getting the UTICA Brand.

EVERY TOOL GUARANTEED.

Write for PLIER PALMISTRY—A book on Pliers and Nippers and their uses.

NEW YORK OFFICE: 106-110 Duane Street Utica Drop Forge & Tool Co., Utica, N. Y., U. S. A.

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Russwin Night Latches and Display Boards

These handsome Display Boards, which are of 1⅜-inch Solid Oak, in Antique Finish, will be furnished at the regular price of the Night Latches, plus a reasonable charge for the board and mounting.

The six different Night Latches mounted on the board are displayed in working condition and demonstrate the action and appearance of the stock on your shelves.

If desired, a latch may be removed from the board and sold (boxes and directions accompany the board) and another latch taken from stock, applied in its place. We will furnish, on request, and without charge, Booklets and Envelope Enclosures with your name and address; also Display Cards, Blotters and Electrotypes.

RUSSELL & ERWIN MANUFACTURING CO.

New Britain, Conn. **Nos. 94-96-98 Lafayette St., New York**

PHILADELPHIA WASHINGTON SAN FRANCISCO CHICAGO LONDON, ENG.

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A-R **FREE! FREE!!** A-R

THIS DISPLAY RACK FOR

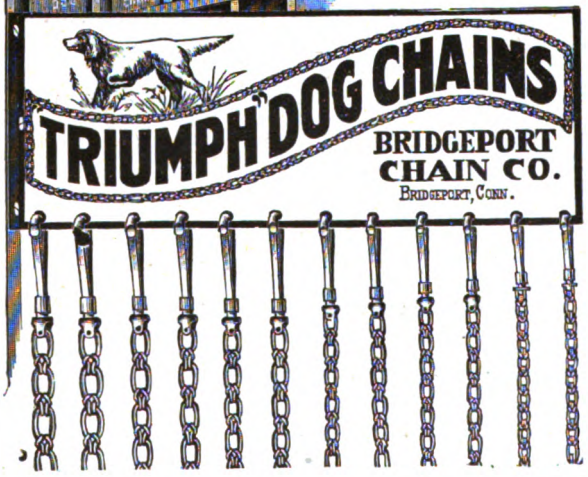
"TRIUMPH"

KENNELS and DOG LEADS



Made Only in the Famous

"ANTI-RUST" Finish



TRIUMPH

ALSO

A-R

HALTERS

No Rusty or Shop-Worn Goods

SEND TO-DAY FOR THIS RACK. IT HELPS!!

Or Ask Your Jobber for One.

Manufacturers

THE BRIDGEPORT CHAIN CO., Bridgeport, Conn.

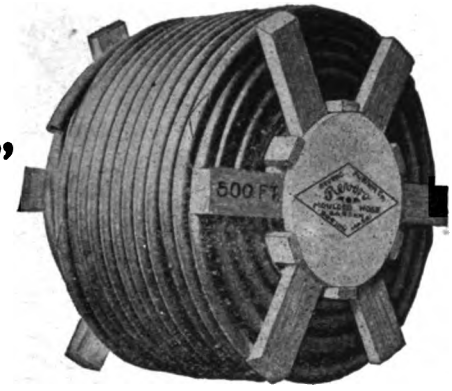
Special Representatives, WIEBUSCH & HILGER, Ltd., New York

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"REVERO"

THE

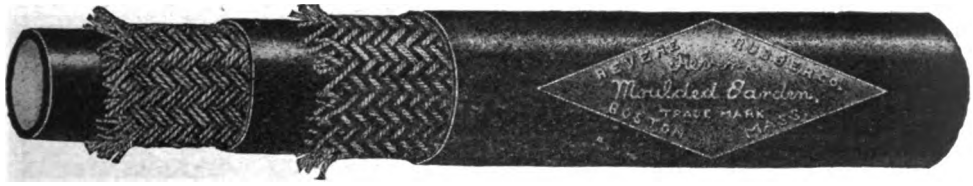
"REEL"



GOODS

A GARDEN HOSE PRACTICALLY INDESTRUCTIBLE

"REVERO" Hose is seamless throughout.
The construction consists of a special double braiding of tightly twisted cotton yarn. The cover is composed of tough, flexible rubber, to withstand wear and abuse. The complete hose is vulcanized in our patented rigid mold under a high internal pressure, which forces the rubber and fabric together in a compact inseparable body.



LIGHT, STRONG, VERY FLEXIBLE
FREE OF ANY TENDENCY TO KINK OR SEPARATE

The Dealer will appreciate the fact that "REVERO" is made in continuous lengths up to 500 feet, thus avoiding remnants.
Made in $\frac{1}{2}$", $\frac{5}{8}$" and $\frac{3}{4}$" sizes.
Dealers in Garden Hose will find it to their advantage to write us for samples and prices.

REVERE RUBBER COMPANY
BOSTON, MASS.

Branches

NEW YORK	PHILADELPHIA	PITTSBURG	CHICAGO
NEW ORLEANS	MINNEAPOLIS	SAN FRANCISCO	PORTLAND, ORE.

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Why YOU need us—Now

¶ Your present needs are extraordinary.

¶ Equally extraordinary are the provisions we have made for them.

¶ You know our possibilities—with our own buyers all over the world taking FOUR-house quantities which we sell by Catalogue only.

¶ Does our performance come up to our possibilities—right now—for YOU?

¶ Is there any question of greater importance—to YOU? Can you **afford** not to know?

¶ And it is easy to know. Our current catalogue "tells it all"—it's yours for the asking—and its number is K652.

¶ Shall we send it—to YOU?

BUTLER BROTHERS

Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

Sample Houses: BALTIMORE, DALLAS

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THE FAMOUS
"HUSTLER"
ASH SIFTER



We Create the Demand

by advertising these Sifters in the following publications:

Ladies' Home Journal
Delineator
Designer
New Idea Magazine
Saturday Evening Post
Collier's
Literary Digest
Harper's Bazar
Good Housekeeping
Current Literature
Modern Priscilla
Country Life
Scribner's
Review of Reviews
Everybody's
McClure's
Assoc. Sunday Magazine
Munsey's
Home Needle Work Magazine
Cosmopolitan
Sunday School Times
Christian Herald
Garden Magazine
House and Garden
House Beautiful
Craftsman

Works Easily. Sells Easily. Put one before your store, it will sell itself and others. Sifts the coal clean without dust or dirt. Can be as easily operated by a child or woman as by a man. Send for catalogue and prices. TO AVOID DELAY PLACE YOUR ORDERS AT ONCE.

Manufactured only by

HILL DRYER CO.

315 PARK AVE., WORCESTER, MASS.

New York Office, 1123 Broadway. Tel. 3022 Madison.

Following is a partial list of distributors of the Famous "Hustler" Ash Sifters:

ALBANY N. Y.
Albany Hardware & Iron Co.

BOSTON, MASS.
Bigelow & Dowse Co.
Dana Hardware Co.
Frye, Phipps & Co.
Prescott & Co.
Baldwin & Robbins Co.
Shepard, Clark & Co.
Joseph Breck & Sons Corp.
D. J. Green & Co.
Whittier Woodenware Co.

BUFFALO, N. Y.
Republic Metal-Ware Co.

CHICAGO, ILL.
Republic Metal-Ware Co.
Hibbard, Spencer, Bartlett & Co.

DETROIT, MICH.
Buhl Sons Co.

DULUTH, MINN.
Kelley-How-Thomson Co.

MINNEAPOLIS, MINN.
Janney, Semple, Hill & Co.

NEW HAVEN, CONN.
The Bronson & Townsend Co.

NEW YORK, N. Y.
Neal & Brinker Co.
Republic Metal-Ware Co.

OMAHA, NEB.
Wright & Wilhelmy Co.

PHILADELPHIA, PENN.
Biddle Hardware Co.
Seltzer-Klahr Hardware Co.

PROVIDENCE, R. I.
Barker, Chadsey & Co.

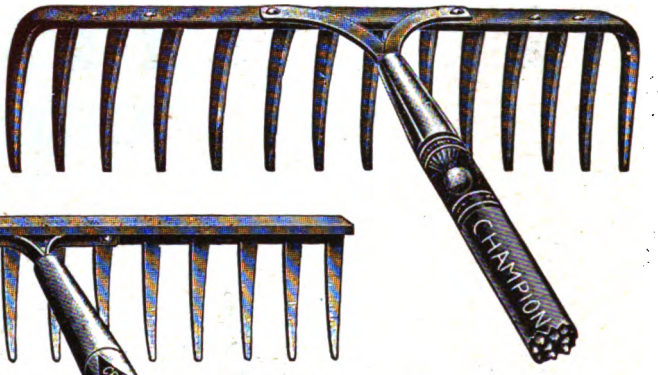
ROCHESTER, N. Y.
Mathews & Boucher.

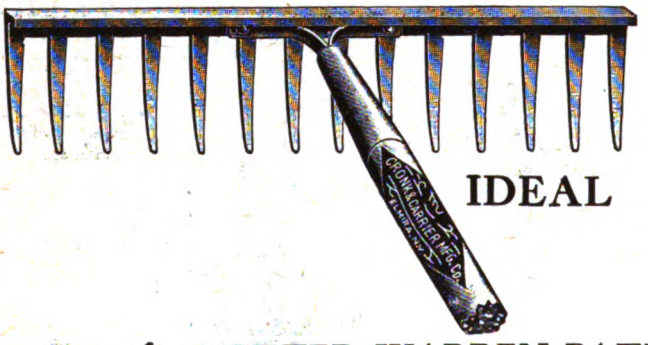
SIOUX CITY, IA.
Knapp & Spencer Co.

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"CRONK" QUALITY—"CRONK" PRICES

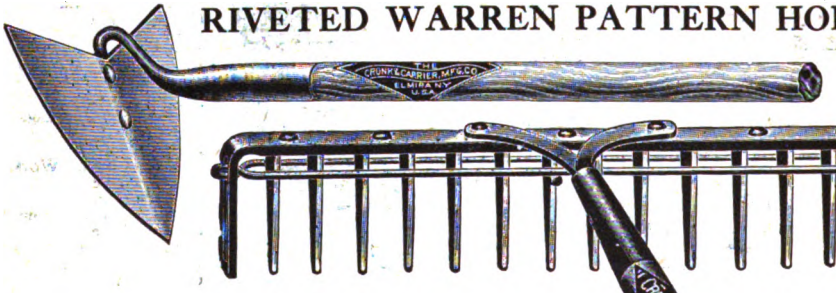
CHAMPION





IDEAL

RIVETED WARREN PATTERN HOE





ANTI-CLOG LAWN
or GARDEN RAKE



CRONK GARDEN MATTOCK

Write for Catalogue of our Complete Line

The Cronk & Carrier Mfg. Co.

ELMIRA, N. Y.

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STANLEY

We are now manufacturing the most complete line of Screwdrivers for all purposes ever offered to the trade. Note style and sizes below:



Style of Nos. 20 and 25.

HURWOOD SCREWDRIVERS.

No. 20.
Made in sizes 2½ to 30 inch.

No. 25.
Same as No. 20, but with special head for use of Electricians.

No. 40

CABINETMAKERS' SCREWDRIVERS.

Made in sizes 2½ to 30½ inch.

No. 45.
Same as No. 40, but with special head for use of Electricians.

No. 50.

SPECIAL SCREWDRIVERS.

Made of small stock for fine work.
Made in sizes 2½ to 12 inch.

No. 55.
Same as No. 50, but with special head for use of Electricians.

MACHINISTS' SCREWDRIVERS.

No. 51.
Blade, 1¾-inch; length over all, 5¼ inches.

No. 52.
Blade, 3 inches; length over all, 7¼ inches.

No. 53.
Blade, 4 inches; length over all, 9½ inches.

No. 54.
With double Grip Handle and Hexagon Shank for use with Wrench.
Blade, 10 inches; length over all, 18 inches.

No. 21.

BABY.

Blade, 1½-inch; length over all, 4 inches.

No. 60.

HANDY.

Blade, 1⅝-inch; length over all, 5½ inches.

DEFIANCE SCREWDRIVERS.

No. 70.
Made in sizes 2½ to 18 inch.

No. 75.

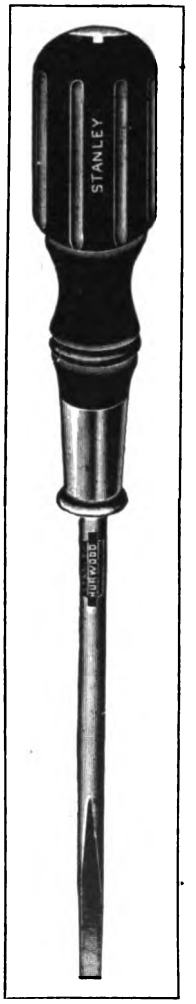
CABINETMAKERS'.

Made in sizes 2½ to 12½ inches.

FLAT BLADE SCREWDRIVERS.

No. 64.
Made in sizes 1½ to 12 inch.

No. 86.
Made in sizes 1½ to 12 inch.



Style of Nos. 40 and 45.

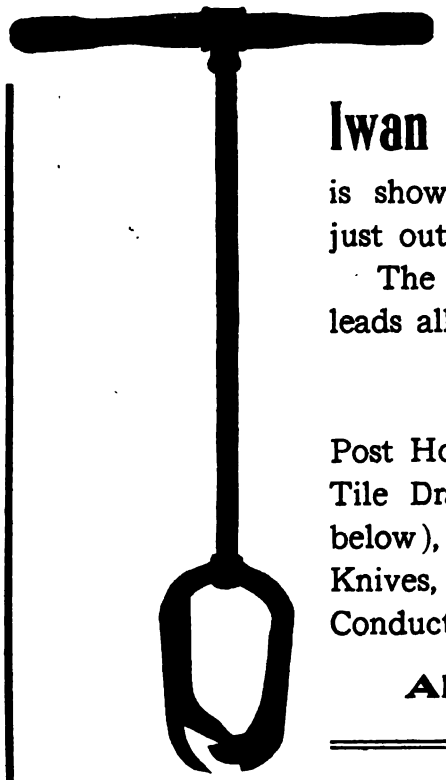
If any of the above cannot be obtained of your dealer, write us direct. Our Catalogue illustrates our complete line, which may be had upon request.

THE STANLEY RULE AND LEVEL CO.

New Britain, Conn., U. S. A.

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How We Dig Up Dollars for YOU



with the

Iwan Post Hole and Well Auger

is shown on our handsome large folder just out. Be sure to send for it.

The Iwan Auger is our leader and also leads all other post hole tools.

WE MAKE

Post Hole Augers and Diggers (5 kinds), Tile Drain Cleaners (See stationary style below), Tiling Spades, Sickle Edge Hay Knives, Revolving Chimney Tops, Wire Conductor Pipe Hangers.

All Sold by Jobbers

Iwans' Patent Tile Drain Cleaner

The CHAMPION

Stationary style, very neat and strong.
Sizes 4 to 8 inches. 6 foot handles.
Quantities usually ordered by dealers,
½ to 2 dozen.

Best tool made for finishing Tile ditches.



IWAN BROTHERS

Manufacturers of
Hardware Specialties

Streator, Illinois

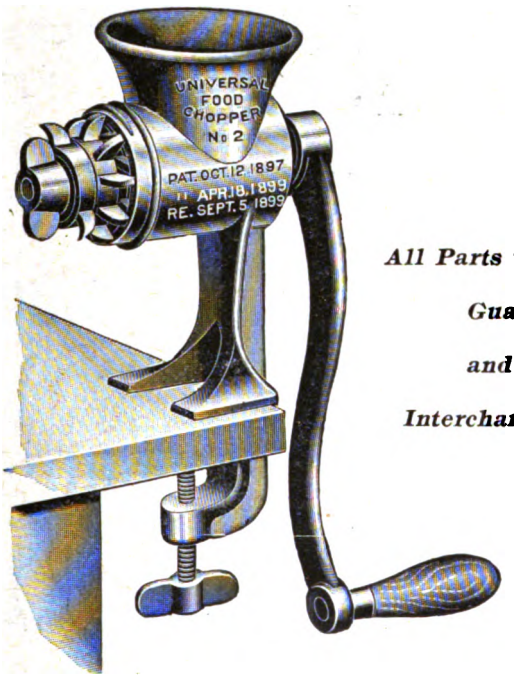
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THE

"UNIVERSAL" FOOD CHOPPER

Does away with the chopping knife and bowl entirely

Chops all kinds of meat, raw or cooked, and all kinds of fruits and vegetables into clean-cut, uniform pieces—fine or coarse as wanted—without mashing, and with great rapidity.



Self-Cleaning,

Self-Sharpening.

Easy to Operate.

Will Last a Lifetime.

All Parts Tinned, Guaranteed and Interchangeable.

The "Universal" is Made in Four Sizes:

No. **0.** Small Family Size.
No. **1.** Medium Family Size.
No. **2.** Large Family Size.
No. **3.** Hotel and Restaurant Size.

Booklets and Circulars Imprinted With Your Name and Electrotyped Advertisements Describing the "Universal" Food Chopper Furnished Upon Request.

Manufactured and Guaranteed by

LANDERS, FRARY & CLARK,

New Britain, Conn., - - - - - U. S. A.

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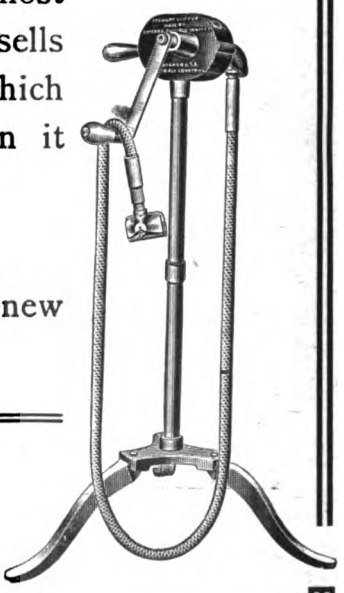
A Money Maker for your Spring Trade

Farmers and horse owners everywhere now recognize the importance of clipping horses in the early spring and it is no trouble at all for dealers to sell this

Stewart No. 1 Clipping Machine

List, only $6.75 Pacific Coast Price, $7.50

This splendid machine is carefully and sturdily made. It clips exceedingly fast and turns almost without effort. One sold to a customer sells others to his friends and neighbors, which is strong evidence of the satisfaction it gives.



Now is the time to stock it.

Your jobber has it. Write us for new 1908 dealers' catalogue.

Chicago Flexible Shaft Co.

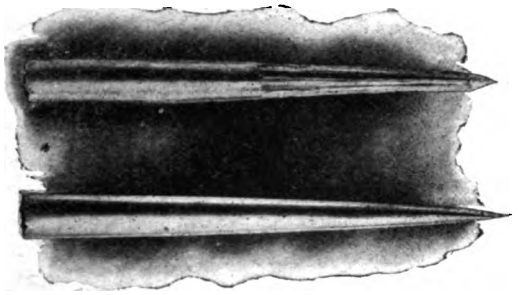
180 Ontario Street, - CHICAGO, ILL.

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GILCHRIST'S PROCESS

Figure 1.

Figure 2.



WHY DO ICE PICK POINTS CRUMBLE, SPLIT and BREAK? There must be a reason—there is a reason, namely, the PROCESS OF MANUFACTURE

Figure 1 shows a piece of wire pointed by the old process, note the marks of the dies, the rough blows of which (from 4,000 to 6,000 a minute) have tapered the wire into a rough point, note the sharper point ground at **"any old angle,"** ofttimes the marks of the dies are ground down smooth, but the **crystallization** of the metal is still there, the **disintegration** of the metal still remains, the life and **elasticity** of the metal has **departed,** and numerous **cracks** and **fractures** have been created, so that the point when put under the strain of usage is prepared to **crumble, split** and **break,** and it **does.**

Figure 2 shows a piece of wire pointed by Gilchrist's process. The wire is automatically fed to an emery wheel, the point in its entirety is **ground** and **ground only,** there is no chance of the **original fibre of the metal being injured,** as not an atom is disturbed by the pointing operation, the point is **as sharp as a cambric needle** and **absolutely uniform and symmetrical throughout its entire taper.**

Gilchrist's Ice Picks are hardened **their entire length, not the point only;** they are **automatically tempered** in oil, a **thermometer** being in the oil. No chance is taken on the **skill** or **lack of skill** of a workman, **the thermometer determines the temper.**

For ordinary household, soda fountain or saloon use, a 1½-inch taper point has been adopted, as being slender enough to do good work and strong enough to stand abuse. (See Figure 3.)

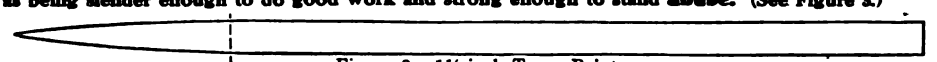


Figure 3. 1½-inch Taper Point.

For the use of the iceman who does not use an ice pick as a crowbar, a longer point is advisable, namely, 3½-inch taper as shown by Figure 4, or a 5-inch taper for expert icemen as shown by Figure 5.

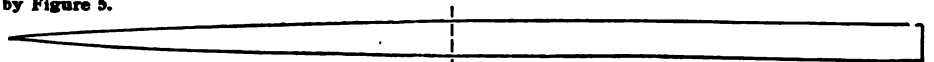


Figure 4. 3½-inch Taper Point.

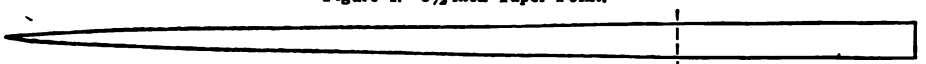


Figure 5. 5-inch Taper Point.

Gilchrist's Ice Picks made of tempered steel are highly polished and nickel-plated, thus preventing rusting while on the dealers' shelves or while in use; all ferrules are brass, nickel-plated, and handles of hard wood, shellaced.

Write for Catalogue of Ice Picks, Ice Chisels and other Summer Goods.

THE GILCHRIST CO., NEWARK, N. J.

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This is what we've got to sell.

The merit of the goods is well known and we never allow the quality to deteriorate.

We market our product through the jobber to the retailer and do not sell catalogue houses.

Our freezers find a ready sale to the consumer and at prices that afford a good substantial profit to the dealer.

We want your business.

That's the whole story told as briefly as possible.

Catalogue for the asking.

THE WHITE MOUNTAIN FREEZER CO.

NASHUA, N. H.

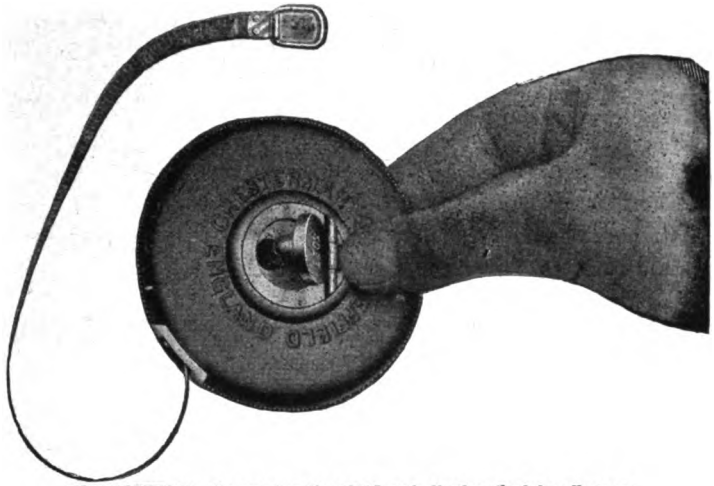
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CHESTERMAN'S
TAPES, RULES and TOOLS

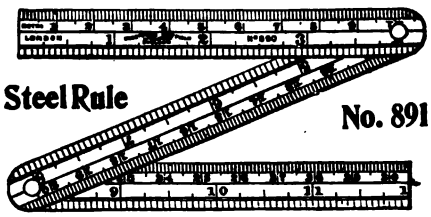
Everywhere Recognized as STANDARD of ACCURACY and QUALITY

Tapes of Steel, Metallic and Linen.



NEW PATENT Handle, used on No. 1038 L and all other flush handle tapes.

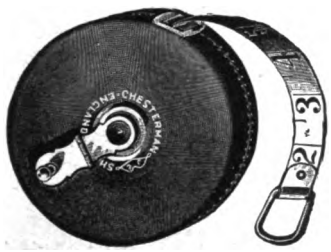
Why not carry a stock and get the business?



Steel Rule No. 891

Ask your Jobber for prices. He can quote you.

Machine Divided Steel Rules in Great Variety of Styles and Divisions.



Made by

James Chesterman & Co., Ltd.

Sheffield, England.



WIEBUSCH & HILGER, Ltd.

Price Lists and Quotations to Jobbers upon request.

NEW YORK

Sole U. S. Agents.

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NAIL PULLER FACTS

Wouldn't you like to be "DEAD SURE" that every Nail Puller you sell this year would give lasting satisfaction to the user?

EVERYTHING you send out either reflects credit on your house, or it does the "other thing."

DEFECTIVE NAIL PULLERS mean trouble for Customer, Retailer, Jobber and Maker.

Why not handle Nail Pullers that are carefully made from the best material, by skilled men, and sold by the makers, who stake their reputation on them?

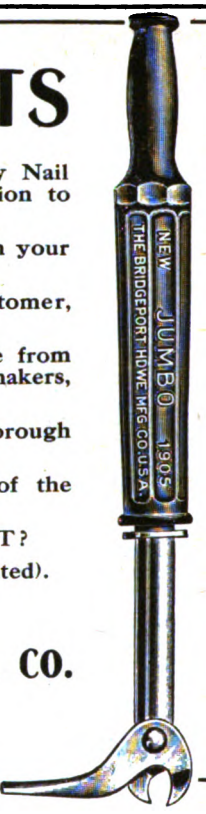
We give every Nail Puller which we send out a thorough test equal to the hardest use.

RESULT—Less than one-quarter of one per cent. of the Pullers we sent out last year failed to "make good."

Isn't that evidence enough that we make them RIGHT?

We make several different styles and sizes (all warranted).

Send for Catalog and prices to-day.



THE BRIDGEPORT HARDWARE MFG. CO.

BRIDGEPORT, CONN., U. S. A.

Branch Offices and Sample Rooms:
J. C. McCARTY & CO. 21 Murray St., New York
C. W. GAUSE CO. 309 Market St., San Francisco

Bench Quality



Means not only so much selected lumber, but careful workmanship in each step of manufacture. Experience is required to accomplish the best work. With a record of seventeen successful years as bench makers behind us, we feel qualified to furnish the best in bench quality.

Grand Rapids Hand Screw Co.

Hand Screws, Benches, Trucks, Furniture Clamps

914 Jefferson Avenue GRAND RAPIDS, MICH.

Largest Manufacturers of Benches in the World

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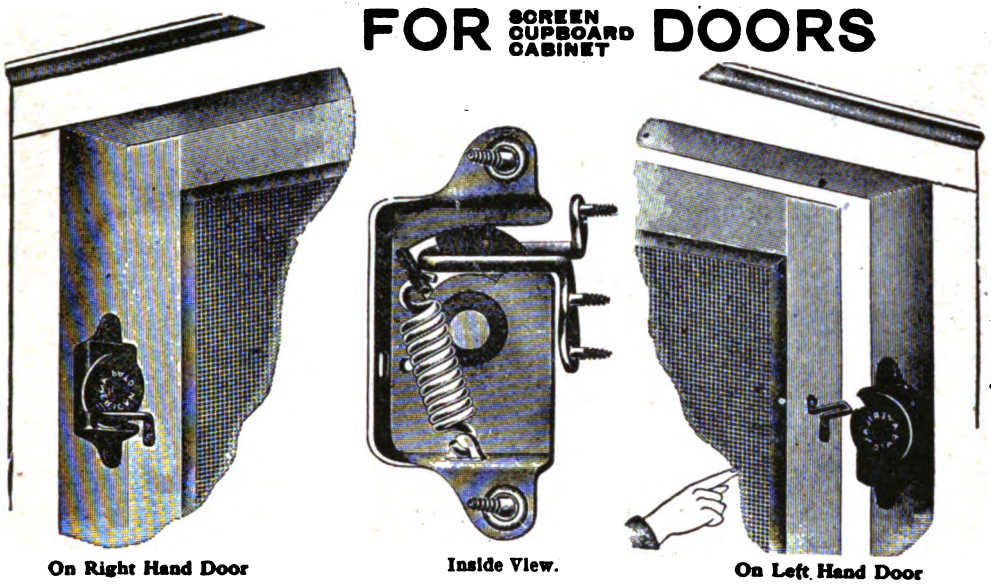
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THE No. 2 IMPROVED **AMERICAN SCREEN DOOR CATCH**

THE FAMOUS WHEEL CATCH

THE CATCH THAT LATCHES - - THE LATCH THAT CATCHES

FOR SCREEN CUPBOARD CABINET DOORS



On Right Hand Door — Inside View. — On Left Hand Door

WELL ADVERTISED—SELLS ON ITS MERITS.

The AMERICAN SHINER

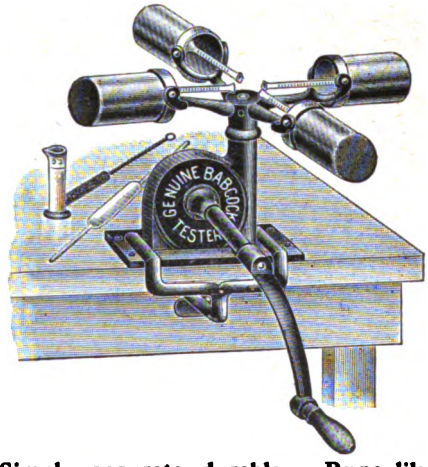


Including 3 steel lasts—men's, women's and children's; box Eagle brand shoe polish and polishing cloth.

All packed in strong pasteboard box, 3 lbs.

COLLEGE BABCOCK TESTER

For Testing Milk and Cream



Simple, accurate, durable. Runs like a watch. Working parts enclosed. Runs without noise, vibration or friction.

Outfit includes a full set of glassware, including test bottles, pipette, etc.

Each tester complete, packed securely in separate wood case. Weight, complete, 10 lbs.

American Hardware Mfg. Co., Ottawa, Ill., U. S. A.

1203 FULTON STREET

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OVER 50,000 TONS *of* CLINTON WELDED WIRE GOODS SOLD LAST YEAR

For over half a century we have been manufacturing wire cloth of every description, embracing woven wire fence, electrically welded wire fabrics for concrete construction, wire lath, hexagonal netting, perforated metals, etc. During this entire period Clinton Wire Goods have been the standard in their line.

Our facilities for manufacturing are perhaps best described by stating that we can furnish any mesh from any kind or size of wire that can be woven on the most approved types of power looms. Our machinery has been designed by experts, and we are thus in a position to produce goods which will prove satisfactory wherever used.

Our policy has been to produce an article first-class in every respect, and then improving the machinery on which it is made so as to reduce its cost to the lowest possible point consistent with the maintenance of this standard.

Our large and constantly increasing sales have obliged us to make frequent additions to our manufacturing plant, which is now equipped with the most up-to-date machinery embodying every improvement suggested by experience and ingenuity.

Large stocks of the standard styles of our goods are carried at our factories and branch offices, and orders can therefore be shipped on sight.

Catalogs of Poultry Netting, Galvanized Wire Netting, Wire Lath, the Clinton Fireproofing System and Perforated Metals sent free on application.

CLINTON WIRE CLOTH COMPANY

CLINTON, MASS.

Branch offices at

NEW YORK *BOSTON* *CHICAGO* *SAN FRANCISCO*

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A "Meyercord" sign reproduced in miniature.

A TELLING SIGN

is the sign that really "tells the story at a glance."

Meyercord Decalcomania Window Signs

are the most **Telling Signs** on earth. They are placed on the **windows** and **doors** of stores **where your product is sold.** They tell the public that your goods are **for sale right here—now.**

Meyercord Signs

are also "telling" in their **great strength of character and unusual coloring.**

Besides indicating that your goods are for sale **on the spot,** these signs **give a high tone** to your product. **Meyercord** name plates, like **Meyercord Window Signs,** show great originality in design and color **and are now used by leading manufacturing pioneers everywhere.**

MEYERCORD SIGNS

are the most effective advertising now in use.

THE COST IS A TRIFLE

American manufacturers of guaranteed decalcomania transfers.

The Meyercord Company

INCORPORATED

Chamber of Commerce,

CHICAGO, ILL.

Tear off this Coupon and send it to us to-day. We will submit an original sketch free.

THE MEYERCORD COMPANY, INC.,
Chamber of Commerce, Chicago.

We manufacture

What would you suggest for a window sign for us. We assume no obligation however by this inquiry.

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OLDEST ESTABLISHED 1838 LARGEST

THE FRANK MILLER Co.

Manufacturers of the Preparations for Use on Harness Known as

"The Standard of the World"

Highest Awards, Centennial, 1876
Highest Awards, World's Fair, 1893





FRANK MILLER'S

Harness Dressing

HARNESS OIL.

Preserves and softens the leather, consequently adds life. Compounded with pure neatsfoot oil.

The very best article of its kind. Unequaled for use by both manufacturer and owner of harness.

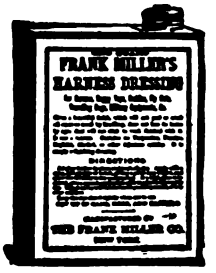
I. X. L. HARNESS OIL.

Second in quality only to our Frank Miller Harness Oil. Superior to all others.



Carriage Top Dressing.

Gives an elastic, durable water-proof gloss and is positively safe to use on finest stock.





AXLE OIL.

Superior to Castor Oil; lasts longer and will not gum.



HARNESS SOAP.

Unrivaled for cleaning and softening the leather, absolutely pure.

EDGE, COLLAR AND HARNESS INKS



Our preparations are uniform in quality and the quality the best.



The Frank Miller Co.

OFFICE AND FACTORY
349 and 351 West 26th St., NEW YORK, U. S. A.

EUROPEAN OFFICE
Tower Chambers, Moorgate, LONDON, E. C.

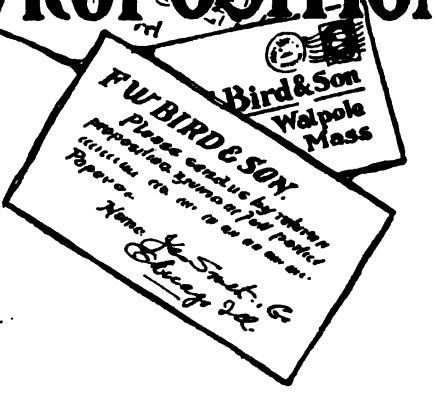
Send for Price List and Catalogue.

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IS YOUR CARD HERE

HAVE YOU WRITTEN US YET

FOR THE "NEPONSET PROPOSITION"



Send in your card, if you have not already—the card asking about the "Neponset Proposition."

We've sent you a mighty novel and important folder—a special message on a special subject with a card attached on which to reply.

It deals with Neponset sheathing papers—with the biggest profit possible on this class of goods and the best walking advertisements a man ever had—an endless number of satisfied customers.

Don't wait—write *now* for the proposition. We're assigning territories and must soon assign yours.

Get hold of your territory for the famous Neponset waterproof sheathing papers, specified by architects for twenty-five years as the standard of all sheathing papers.

We're working a revolution in the sheathing paper trade. For the first time the CONSUMER is coming to know the importance of using the best sheathing paper. We're telling him, entirely at our own expense—telling 22,000,000 magazine readers through convincing Neponset advertising, the false economy of using rosin-sized papers and cheap tarred felts.

In short, we are making it easy *for you* to sell Neponset Red Rope Waterproof Sheathing with its average profit per house of $18.00 against $3.00 or $4.00 on cheaper papers. And you can sell it *without any competition*—you have the exclusive agency for your territory. Then, in addition, is our special plan for helping you with your local trade.



Trade Mark

If you didn't get that folder, we'll send you another. But write us anyway—write *now*, before some other dealer gets your field.

F. W. BIRD & SON

EAST WALPOLE, MASS.

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CARBORUNDUM

SHARPENING STONES
AND
NIAGARA SCYTHE STONES

Will be exhibited at Nine Hardware Dealers' Conventions during the month of February—Hardware Dealers are cordially invited to visit these displays.

WISCONSIN: - - - Retail Hardware Dealers' Convention, held in Milwaukee, on the days of February 5, 6 and 7. Location of our exhibit is space No. 68. Represented by Geo. N. Allen, B. L. Cohen and W. R. Embleton.

NEBRASKA: - - - Retail Hardware Dealers' Convention, held in Lincoln, Neb., on the days of February 11, 12, 13 and 14. Location of our space for this convention is No. 7. Represented by Geo. N. Allen and W. R. Embleton.

IOWA: - - - - - - Retail Hardware Dealers' Convention, held in Cedar Rapids, Ia., on the days of February 18, 19, 20 and 21. Location of our exhibit is No. 2-B. Represented by W. R. Embleton and Harry A. Eaton.

INDIANA: - - - - Retail Hardware Dealers' Convention, held in Indianapolis on the days of February 18, 19 and 20. Location of our exhibit is space No. 42. Represented by Geo. N. Allen, George E. Dresser and F. E. Gridley.

NEW YORK STATE: Retail Hardware Dealers' Convention, held in Buffalo, on the days of February 18, 19, 20 and 21. Location of our exhibit is space No. 49. Represented by L. M. Haskins, R. B. Fuller and Cyrus C. Lathrop.

OHIO: - - - - - - Retail Hardware Dealers' Convention, held in Columbus, on the days of February 25, 26 and 27. Location of our exhibit is space No. 413. Represented by Geo. N. Allen, C. G. Emery and George E. Dresser.

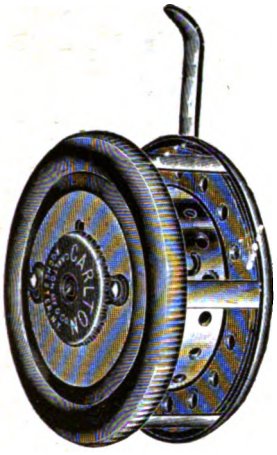
MINNESOTA: - - - Retail Hardware Dealers' Convention, held in St. Paul, on the days of February 25, 26, 27 and 28. Location of our exhibit is space No. 32. Represented by W. R. Embleton and Harry A. Eaton.

PENNSYLVANIA: - Retail Hardware Dealers' Convention, held in Cambridge Springs, Pa., on the days of March 3, 4 and 5. Represented by H. L. Davis, L. H. Haskins and F. L. Spiller.

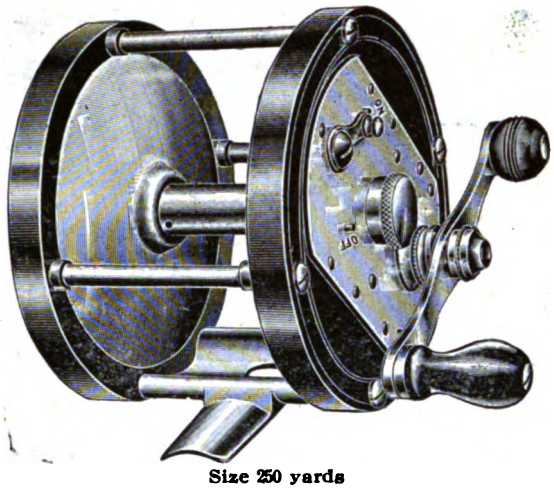
ILLINOIS: - - - - Retail Hardware Dealers' Convention, held in Peoria, Ill., on the days of February 26, 27 and 28. Location of our exhibit is space No. 74. Represented by Chas. O. Taylor, B. L. Cohen and E. J. Eames, Jr.

THE CARBORUNDUM COMPANY
NIAGARA FALLS, N. Y.

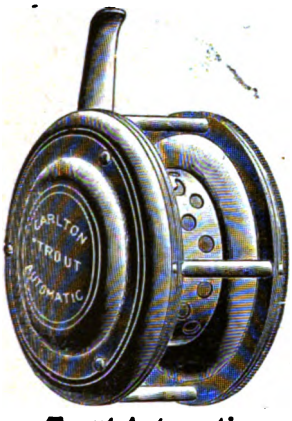
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Bass Automatic



Size 250 yards
Ocean



Trout Automatic

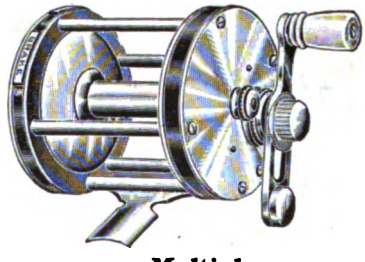
THESE ARE PART OF OUR

DEALERS MONEY MAKING FRIENDS

SEND FOR NEW CATALOGUE AND PRICES

ROCHESTER REEL CO.

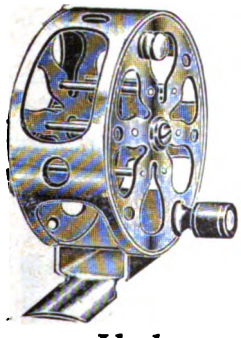
ROCHESTER, N. Y., U. S. A.



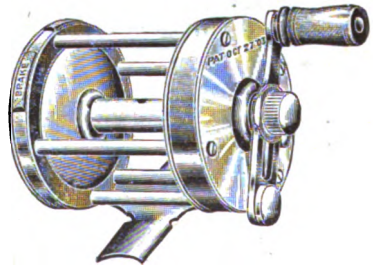
4 Multiple



Fly Automatic



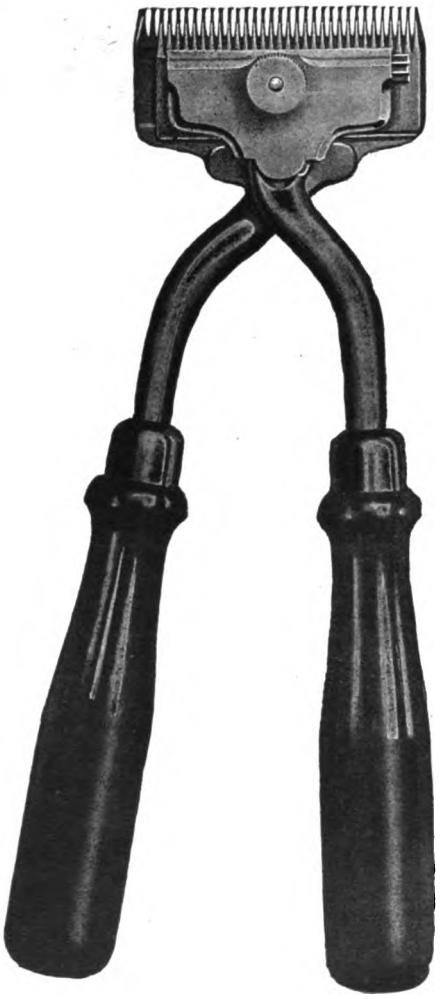
Ideal
Same style in German Silver and Aluminum
Weight 2 ozs.



9 Multiple

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COATES CLIPPERS



There must be some virtue in a clipper that increases in sales to such an extent that even doubling and tripling the production fails to overstock it.

Well there is—In the first place it is a beauty.

The principle for distributing the tension is correct.

The concave grinding is a feature.

The idea of testing each plate to a constant tone pitch is good.

Added to this the **Coates** clipper methods make it sell.

TRY IT AND BE CONVINCED

COATES B. B. 159

Coates Clipper Manufacturing Co.

WORCESTER, MASS., U. S. A.

Sole Selling Agents

JOHN H. GRAHAM & CO., 113 Chambers St., New York

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Star Safety Razor

PAR EXCELLENCE

Best by Test for 30 Years

THE only safety razor with a hand-forged and concaved blade that can be automatically stropped. The only safety razor that will remove any kind of a beard with ease, rapidity and comfort to the user.





The Star Safety Razors make customers for the DEALERS

They give absolute satisfaction



The retail prices are strictly maintained for the benefit of the retail dealers.

Star Safety Razors net a larger profit than any other safety razor on the market.

In sets to retail from

$1.50 to $35.00

You can suit the consumer's purse.

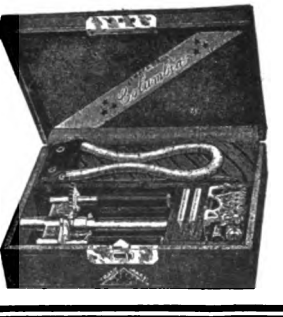




We extensively advertise our razors, etc., in all the popular magazines.



Write us for our Agency Proposition, Discounts and Catalogues : : : :



Kampfe Bros.

8-10-12 Reade St., New York

See Our SAFETY CORN RAZOR, Advertised on the Back Cover

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QUALITY TELLS | THE ATLAS BRANDS | QUALITY TELLS



No. 163.

Embody All the Essential Features Required in a Good Running Shear, with an Exceptionally Fine Cutting Edge.

Send for Catalog No. 17

THE ATLAS SHEAR COMPANY

CAST SHEARS SCISSORS TINNER SNIPS

BRIDGEPORT, CONN., U. S. A.

Ward Safety Razor

THE SIMPLEST RAZOR EVER MADE

The ONLY SAFETY RAZOR with the NATURAL SLIDING STROKE, cuts the beard and does not scrape it off like a hoe.

ONLY TWO PARTS, HANDLE AND BLADE EASILY CLEANED INSTANTLY ADJUSTABLE



Cut one-half size.

LARGEST PROFIT

Sold only through dealers. All inquiries from our big advertising campaign turned over to dealers in locality from which inquiries are received.

The selling of a WARD RAZOR means a satisfied customer, and we stand back of you in the guarantee.

More WARD RAZORS sold in same length of time on the market, and a smaller percentage returned under the thirty-day absolute guarantee than any other safety razor made.

THE WARD SAFETY RAZOR CO., 751 Star Bldg., 356 Dearborn St., CHICAGO



Good Cutlery—Good Profit



UN-X-LD CUTLERY COSTS a little more than the other kind—but gives a great deal more satisfaction. It's the kind that makes friends fast—after that—fast friends. People who buy it come back—not to kick—but to buy more goods. That's the kind of a Business Builder it is. If you care to increase your business drop us a line and we'll send a representative to talk it over. NOW—RIGHT NOW IS THE TIME ! !

UN-X-LD

Northfield Knife Company

NORTHFIELD, CONN.

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NEVER A DULL BLADE

See the "NEW BAR"



PAT. No. 686143

"Gem" Junior Safety Razor Publicity

THROUGHOUT the year, the advertising of the "GEM" JUNIOR Safety Razor appears in original, convincing, full-page and half-page copy each month in magazines having national distribution. The combined circulation each issue is over 5,000,000 copies, or approximately 15,000,000 readers.

"GEM" JUNIOR SAFETY RAZOR WITH 7 SELECTED BLADES $1.00

NEW BLADES FOR OLD-7 EXCHANGED FOR 25¢



"GEM JUNIOR" $1.00 SET

DO you think that with this tremendous amount of well-placed publicity that you can afford to to be without the "GEM" JUNIOR Safety Razor in stock? It is one of the good things of real value which brings new business because of satisfaction given, which is the solid basis of real increase of trade.

A NEW AID TO SALES

is our charming and entertaining booklet—printed in two colors—entitled ***"The Gentle Art of Self Shaving,"*** with the best and clearest rules for the shaver—from stropping to powder. You can have them for free distribution by writing us.

GEM CUTLERY COMPANY

34 READE STREET, NEW YORK

30 years in business—we are the original Safety Razor Makers.

SEPARATE SET OF 7 "GEM" JUNIOR BLADES 50¢

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'Ever-Ready' 12 Bladed Safety Razor $1

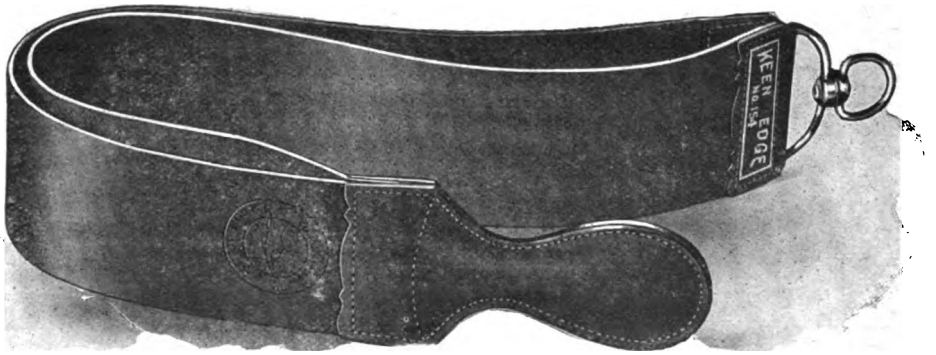


We *know* and *guarantee* that the Razor isn't made at any price that is the equal of the *"Ever-Ready" 12-Bladed Dollar Safety Razor.* The biggest magazine advertising ever made for a safety razor is now on. You'll sell the Ever-Ready razor ten to one of its imitations. Put your money into quick, sure and guaranteed sellers and make good profits and plenty of them. **Write for sample and catalog.**

AMERICAN SAFETY RAZOR CO., Inc., 320 Broadway, New York

THE KEEN EDGE RAZOR STROP

A RAZOR STROP RIGHTLY NAMED



STYLE 164

A Leader Combination Swing Strop; selected Cordovan and Porpoise Strop Leather; Plated Army Swivels, Black Pig Padded Handles and Trimmings.

FACTS ABOUT THE KEEN EDGE RAZOR STROP

'Tis the only Strop ready for use when new.
'Tis the only Strop that never needs redressing.
'Tis the only Strop that will not gum or grow glossy.
'Tis the only Strop that always keeps the same soft, pliable surface to strop over.
It **always** produces a smooth, keen, sharp edge on a razor.

'Tis **The Strop** to increase the Razor Strop business of the dealer. Write for our price list and catalogue. Be sure our trade-mark, **Keen Edge,** is on your strops, as an article of such merit as ours is subject to imitation and infringement.

EDDY MANUFACTURING COMPANY

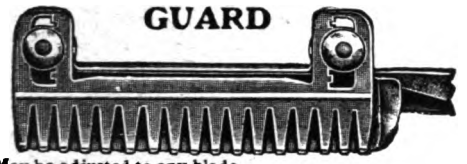
Makers of Keen Edge Razor Strops **WORCESTER, MASS., U. S. A.**

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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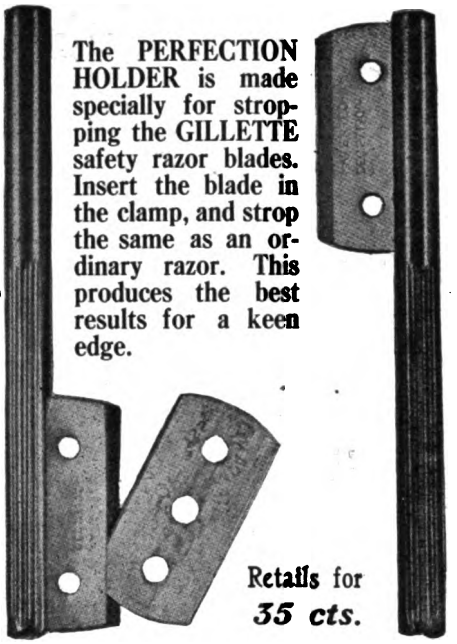
THE SHAVEZY GUARD



May be adjusted to any blade.
Instantly changed from right to left.
Is the best and a Cheap Guard.

Get my prices, which are right.

L. T. WEISS, Sole Manufacturer
297 Taaffe Place, BROOKLYN, N. Y.



The PERFECTION HOLDER is made specially for stropping the GILLETTE safety razor blades. Insert the blade in the clamp, and strop the same as an ordinary razor. This produces the best results for a keen edge.

Retails for *35 cts.*

Prices to the Trade on Application

Perfection Manufacturing Co.
7 Water St., Boston, Mass.

Co-Operative Selling

Co-Operative—Operating, acting, laboring, striving jointly for the attainment of the same mutual benefit
—WISS

Buying the *WISS* line means that you are to have the co-operation of our Advertising and Display Departments to help you sell all your cutlery.
We have increased the cutlery sales of thousands of dealers—we can at least double your sales if you will put in stock

SHEARS SCISSORS **WISS** **RAZORS, Etc.**

The entire *WISS* line is liberally advertised in the Best Publications reaching Consumers. All inquiries and orders are always referred to *WISS* dealers.
Write at once for information about *WISS* quality and *WISS* Co-operation.

J. WISS & SONS CO., NEWARK, N. J., U. S. A.
Established 60 Years

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"Bestyet" Stropper



This cut "shows" **GILLETTE** blade inserted—ready for use.

The **"BESTYET" STROPPER** is indeed the *best* yet. It enables you to strop **BOTH EDGES** of your blade **WITHOUT** taking it out of the frame (the old way) **BOTH EDGES BEING EXPOSED** (see cut above).

The **"BESTYET"** is constructed on **SCIENTIFIC PRINCIPLES.** The **EVEN BALANCE,** and the **THICKNESS,** assures a **PERFECT** bevel and an **EVEN** stroke, the result of which enables you to strop your blade to **PERFECTION.**

Those using the **GILLETTE** razor, also **ALL** other razors with **DOUBLE EDGE** blades, can, by using the **"BESTYET"** use the blades **MANY** times, thus reducing the cost of shaving to a **MINIMUM,** to say nothing of the **COMFORT** derived by giving your blade a few strokes on **ANY KIND** of a strop with the **"BESTYET" STROPPER.**

PRICES: 50 cents each; $4.00 per dozen; $36.00 per gross. **FOR SALE BY ALL FIRST CLASS JOBBERS.**

JOHN G. BESTGEN & CO., Patentees and Manufacturers, 161 Summer St., Boston, Mass., U. S. A.

WHY DON'T YOU SELL SOLID YOUREX SILVER KNIVES, FORKS, SPOONS?

COSTS YOU LESS than the STANDARD plated knife. Is absolutely better than is possible to make a plated knife and looks better after use.



PAYS YOU A BETTER PROFIT than you have ever made on flat ware. Write at once for prices.

ASSOCIATED SILVER COMPANY, 152-158 LAKE ST., CHICAGO, U. S. A.

Shear making "up-to-date" is found in

HEINISCH

TAILORS' SHEARS, TRIMMERS, SCISSORS, TINNERS' SNIPS, ETC.

"BEST IN THE WORLD"

Since 1825, and a steady increase in sales due to their superior cutting quality.

R. HEINISCH'S SONS CO., NEWARK, N. J., U. S. A.

New York Office and Salesroom, 155 Chambers Street





PERFECTION SCISSORS GRINDER

Why be with a pair of dull scissors when any man, woman or child can grind a pair on this Machine in one minute? This Machine works Automatically and is built of the best material; will last a life time; price $15.00. Liberal discount given to the trade.

Manufactured By V. P. BUCK, 82 Lincoln St., BOSTON, MASS.



We make Highest Grade Knife Blanks for Manufacturers and Silver Platers; made by the old process of Forging and Hand Grinding. It is impossible to turn out goods equal to ours by Automatic Machinery.

May We Figure on Your 1908 Requirements?

THE UNION CUTLERY & HARDWARE CO.

UNIONVILLE, CONN.

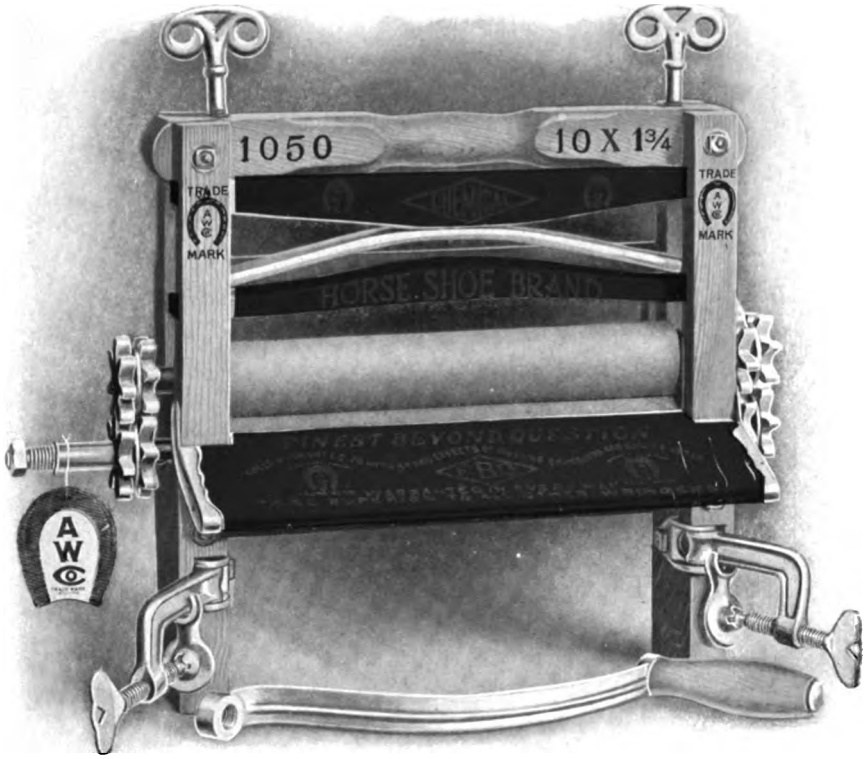
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The New Standard of Quality

CHEMICAL.

Original Dark Roll Clothes-Wringer.

Rolls will withstand the effects of chemicals contained in soap and washing compounds.



Packed 3 and 6 in a case.

Plain Bearing.	Ball Bearing.	Size of Rolls.
No. 1050	No. 1080	10 x 1¾ inches.
No. 1051	No. 1081	11 x 1¾ inches.
No. 1052	No. 1082	12 x 1¾ inches.

The 10 and 11 inch sizes will be furnished with Enclosed Cogs, if so ordered by adding letter "E" to number.

The American Wringer Co., New York.

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The New Standard of Quality

Formerly, clothes were washed with good soap, but during late years special soaps and washing compounds containing various kinds of chemicals have been put on the market, (and are extensively used,) which are especially recommended to clean or wash clothes without rubbing. While the chemicals in these soaps and washing compounds affect the fabric and dirt, they also affect the rubber and spoil the rolls in Wringers.

CHEMICAL

TRADE MARK

ORIGINAL DARK ROLL

CLOTHES WRINGER

FINEST BEYOND QUESTION

The Rolls in the "CHEMICAL" Wringer are especially manufactured to withstand the effects of these special soaps and washing compounds and to retain their original resilience. While they are warranted for five years, they will with ordinary care, give good service for at least ten years or outwear any other Wringer Roll made.

The merchant cannot recommend the "CHEMICAL" Wringer too highly, and it will be to the interest of every user of a Clothes-Wringer to pay the difference in price and take the "CHEMICAL" in preference.

The American Wringer Co., New York.

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FORSCHNER'S XXXX BRAND



Butcher Knives

Made of Special **Damascus Steel,** carefully tempered and ground, combined with best workmanship. *Superior to all others.* Each blade warranted.

Write for Catalogue.

Chas. Forschner & Sons
206 East 19th Street
NEW YORK, U. S. A.

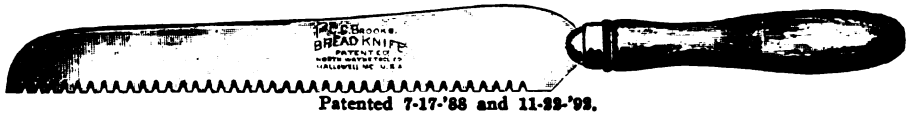
There is MORE MONEY for you in handling

KEEN KUTTER

Tools and Cutlery than other similar goods because they not only BEAR YOU A SATISFACTORY MARGIN OF PROFIT, but you can sell MORE OF THEM.

The Public Knows About Them—
They're Advertised

The Original Non-grind-off-toothed Bread Knife



Patented 7-17-'88 and 11-22-'92.

UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

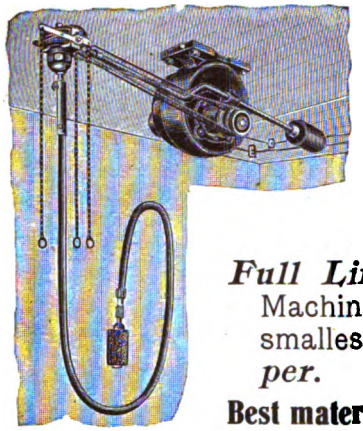
HANDLE THE RHODES DOUBLE CUT PRUNING SHEARS



and make over 40% profit. Advertised in all the Fruit Journals. Demand established. All goods delivered. The only pruner made that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes. Write for circular and prices.

RHODES MFG. CO., 22 N. Pine St., GRAND RAPIDS, MICH.

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Priest's Single
No. 9
A Perfect Power Clipper and Groomer for One Operator. Direct Connected Electric Power.

PRIEST'S CLIPPERS

Full Line—The Largest Power Machines to the lightest and smallest *barbers' hand clipper.*

Best materials only used.

All parts interchangeable: *reduces cost of maintenance.*

Why not get posted?

Ask for Catalogues!

Jobbers quoted on request.



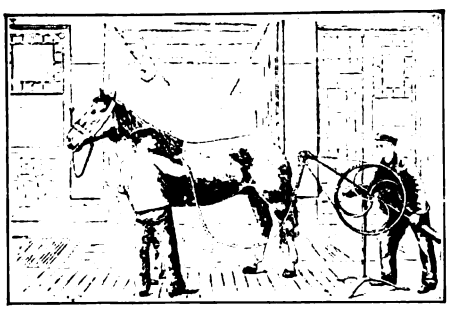
No. 40 Beltless Hand Power Cut Gears
A "Greyhound" in speed

American Shearer Manufacturing Co., Makers
Wiebusch & Hilger, Ltd., Selling Agents, New York

THE CELEBRATED

Gillette Horse Clipping AND Grooming Machines

¶ We are the only manufacturers in the world that make and sell Horse Clipping and Grooming Machines *only.* We do not make anything but Horse Clipping and Grooming Machines. *We have no Hardware Specialties.*



¶ We are so far in advance of other Machines in improvements *that we really have no competitors.* Gillette Machines give satisfaction in every way.

¶ Our claim is as broad as words can make it. The Gillette Clipping and Grooming Machine is *better* than *any other* Clipping and Grooming Machine *in every particular.*

¶ Send for our 1907 Catalogue and read about our New Patent Chain and Grooming Brush.

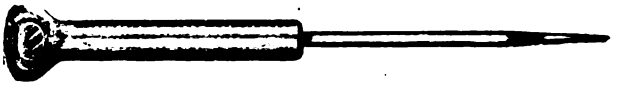
Gillette Clipping Machine Company 110, 112, 114 W. 32d Street NEW YORK, N. Y.

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NOW IS THE TIME

to place orders for Ice Picks, Cork Screws, Cork Pullers, Ice Cream Dishers, Spoons, Lemon Squeezers, Lime Squeezers for 1908 business.

No. 111 SPRING PICK



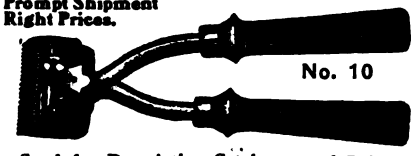
We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements. Finely illustrated catalogue with prices and discounts will be mailed to all dealers on request.

ERIE SPECIALTY CO., Erie, Pa., U. S. A.

HOTCHKISS CLIPPERS

Simple in Design
Elegant in Finish

Standard Quality and Workmanship Guaranteed.
Prompt Shipment
Right Prices.



Send for Descriptive Catalogue and Prices.

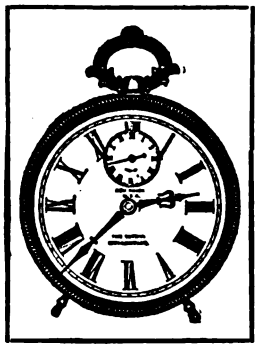
EDWARD S. HOTCHKISS
Railroad Ave., BRIDGEPORT, CONN.

THE

TATTOO

(Trade Mark Registered in U. S. Pat. Office, Aug. 29, 1905)

A GOOD TIME-KEEPER



A CERTAIN ALARM

4½ Inch Case

ALARMS INTERMITTENTLY ON A 4-INCH BELL-METAL GONG ON BACK

Write for Prices

Dept. S

THE NEW HAVEN CLOCK CO.
NEW HAVEN CONN.

Mr. Merchant:

Do You Want a Catalog—

THAT quotes net wholesale prices?
THAT saves you money on every purchase?
THAT is issued a monthly?
THAT goes to Hardware Merchants only?
THAT helps you compete with the "Catalog" house?

WE ISSUE JUST SUCH A CATALOG.
It is yours for the asking. Mention H96.

THE ROOT BROS. CO.
PLYMOUTH, OHIO

D & M





Our 1908 Line of Baseballs, Bats, Mitts, Gloves, Masks, Uniforms, etc., is ready for the dealer.

Write us to-day so we will be sure to see you with samples. Handle the "D & M Pointer" Brand—a good profit to the dealer and a satisfied customer.



THE DRAPER & MAYNARD CO.
Manufacturers... Plymouth, N. H., U. S. A.

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WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES

THE SAMUEL WINSLOW SKATE MFG. CO.,

SALESROOMS:
NEW YORK: 84 Chambers Street.
LONDON: 8 Long Lane, E. C.

FACTORY AND MAIN OFFICE:
WORCESTER, MASS., U. S. A.

THE MINNOW THAT SWIMS

The Best Seller on the Market



K. & K. Animated Minnow
Swims and has all the action of a live minnow. No lures, no spinners—just an artificial shiner jointed so as to produce active, lively movements. Rights itself in water instantly. When bass strikes, the minnow pulls away from the fish. For casting or still fishing—stream or lake. Bass size $1.00; large sea-bass or muscallonge, $1.50.
K. & K. MFG. CO., Dept. H., TOLEDO, OHIO.

Send for Booklet and Trade Discount

THE CORBIN

Air-Cooled and Water-Cooled

Runabouts and Touring Cars

MOTOR VEHICLE CORPORATION, New Britain, Conn.

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BARNEY & BERRY



ICE SKATES

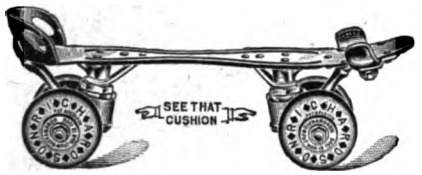


ROLLER

Will be in demand while the cold weather holds, and stocks should be kept up accordingly

YOURS FOR QUALITY

BARNEY & BERRY, Springfield, Mass., U. S. A.



RICHARDSON

Cushion Frame, Anti-Jar, Ball Bearing

Roller Skates

"The Good Kind," used exclusively in all of the largest and most successful rinks in America. Write for the most complete ROLLER SKATE CATALOGUE ever published. Tells how to open and operate Roller Rinks.

Richardson Ball Bearing Skate Co., 501 Wells Street, Chicago

Union Hardware Company

TORRINGTON, CONN., U. S. A.

New York Office: 98 Chambers Street

Roller Skates

We make all styles. Rink or Extension. Plain or Ball Bearing. Men and Women's



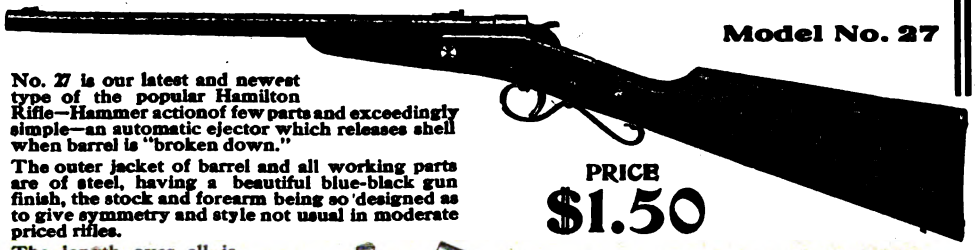
No. 15 Men's Ball Bearing Rink Skate. Hemacite or Steel Rolls.

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QUICKEST SELLERS—QUICKEST PROFIT

HAMILTON RIFLES

Model No. 27



No. 27 is our latest and newest type of the popular Hamilton Rifle—Hammer actionof few parts and exceedingly simple—an automatic ejector which releases shell when barrel is "broken down."

The outer jacket of barrel and all working parts are of steel, having a beautiful blue-black gun finish, the stock and forearm being so designed as to give symmetry and style not usual in moderate priced rifles.

The length over all is 30 inches.

PRICE $1.50



The barrel is tapered, 16 inches long, fitted with front knife and open rear adjustable sight and chambered for R. F. .22 caliber short and long cartridges.

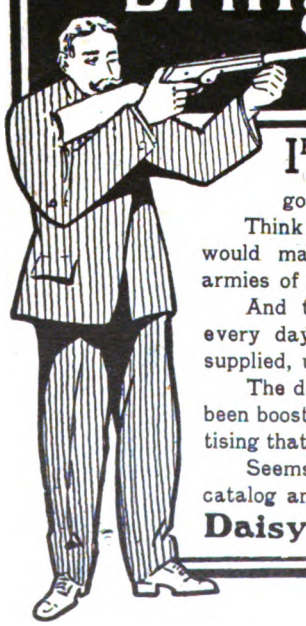
Weight, 2½ pounds; packed in cases of ten each, weight of case being 30 pounds.

UNSURPASSED IN STRENGTH, DURABILITY AND ACCURACY.

Send for our Circular describing Models No. 23, Bold Action type, $3.00; No. 19, Lever Action, $2.00 No. 15, Lever Action, $1.50. Manufactured by

THE HAMILTON RIFLE CO., Plymouth, Mich., U. S. A.

The Daisy Brings Down The Dollars



IF you've ever sold them, you know. If you haven't you are letting pass the opportunity to draw a good many dollars your way.

Think of it—the boys who own Daisy Air Rifles to-day would make an army larger than the combined standing armies of the world.

And the beauty of it is, more air rifles are being sold every day. Don't fear that the trade will ever be fully supplied, until the supply of boys gives out.

The demand exists this minute right in your town—we've been boosting it year after year by means of magazine advertising that reaches over Four Million boys and their parents.

Seems as though it was up to you. Why not write for catalog and name of our nearest distributor?

Daisy Mfg. Co., Plymouth, Mich.

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BICYCLES

400,000 Bicycles Sold in 1907

WHAT ABOUT 1908?

It's up to you

YOU CAN GET YOUR SHARE BY SELLING

ADLAKE AND CROWN





NONE BETTER

BICYCLES WITH GENUINE FAUBER ONE PIECE CRANKS ARE BETTER AND SELL BETTER

1908 CATALOGUE READY ALSO PRICES THAT WILL PLEASE YOU SAMPLES SUBMITTED

GREAT WESTERN MFG. CO., La Porte, Ind., U. S. A.

Hohlfeld Hammocks

For Solid Comfort

For Dealer and User.



The Hammocks that Sell on Merit.

HOHLFELD Manufacturing Co.
Philadelphia, Pa.

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Steel Fishing Rods

FREE CUTS, CATALOGUES, CALENDARS, BOOKLETS, SIGNS FOR DEALERS

We work with our dealers and for our dealers. "BRISTOL" Rods are backed by a strong advertising campaign in magazines, national weeklies, sporting journals and boys' publications, which reach 25 million readers.

The season is on for the awakening of an immense demand for "BRISTOLS."

Use the many advertising trade-makers which we supply and that demand will come to your store. The three-year guarantee tag attached to every "BRISTOL" makes the customer feel good, and makes sales easy and quick for the dealer. Send in your order for full stock immediately. You will need it.

The Horton Mfg. Co., Bristol, Conn., U. S. A.

R. N. SCOTT, Canadian Representative
200 McGill St., Montreal, Quebec

Ramsdell



One-half actual size.
No. 6 Bijou Lamp. Fitted with Porcelain Cone and Double Mixing Chamber. Boxed complete with Globe, Mantle and Adaptor. List price, $1.50 each.
No. 3 Bijou. List price, $1.40 each. Write for discounts.

Inverted Gas Lamps Open New Possibilities for the Retail Hardware Dealer

Do you want a perfect gas burner? If so, here it is.

We have inverted burners suitable for all conditions. Our adaptors enable you to use them on existing gas fixtures.

The cut shows our No. 6 Bijou, which is the proper unit for scientific, economical and artistic home lighting, and is the only inverted gas lamp made that is suitable for the home.

It consumes one cubic foot of gas per hour and gives twenty candles of light.

Every dealer who will study this matter of scientific home illumination and push the Bijou lamp for the purpose will find a field of unlimited possibilities open to him.

Write for our catalogue showing our full line of lamps and inverted goods. We are the originators of the inverted system in this country.

RAMSDELL INVERTED GAS LAMP CO.
GEO. G. RAMSDELL, President
1123 Broadway, - New York

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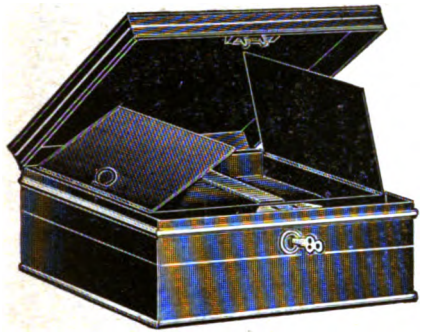
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TIN CASH BOXES

The Cheapest and Best

Prompt Shipments for 1908.

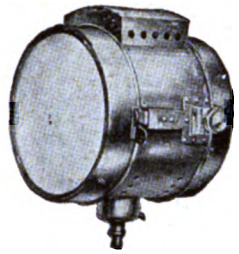
Fishing Tackle Boxes
Tin Letter Boxes, Etc., Etc.



MERRIAM MFG. CO.

DURHAM, CONN.

EVERYTHING IN
Tin Boxes for Hardware Stores



AUTOMOBILE ACCESSORIES

The Automobile Supply business has come to stay and the volume of this trade is enormous. The cheaper automobiles become the more sundries will be sold. Every hardware dealer should put in a conservative stock of these goods, and share in the profit others are making.

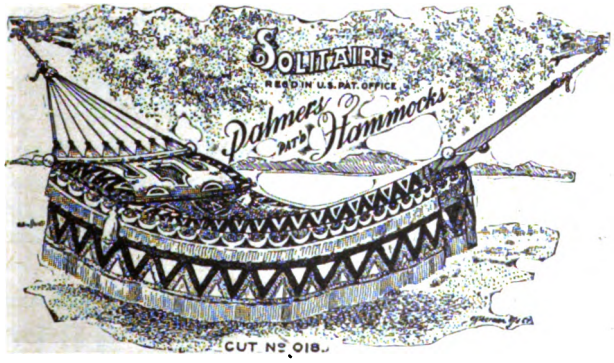
LET US SUPPLY YOUR WANTS

We know what sells and stays sold and we want you to write us to "show you." We will help you to build up your business.
Ask for catalogue No. 89 (ready soon).

NEW YORK SPORTING GOODS CO.
17 WARREN STREET NEW YORK, U.S.A.

PALMER'S PATENTED HAMMOCKS

Largest and Finest Assortment of Patterns and Colors on the market.

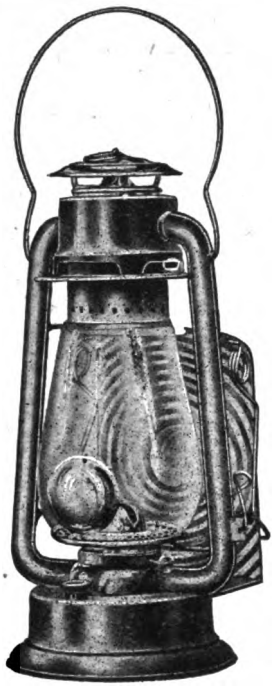


Send for 1908 Catalog Showing 112 Colored Illustrations.

THE I. E. PALMER CO.

New York Office, 55 Worth St. **MIDDLETOWN, CONN.**

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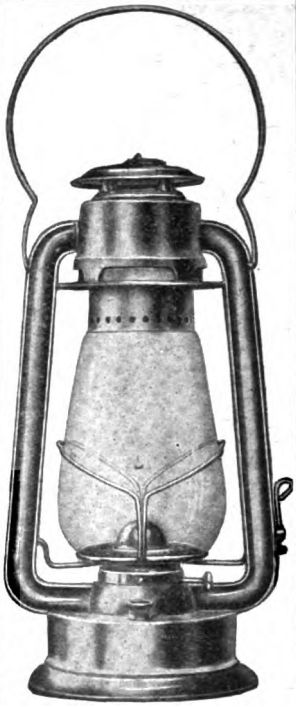
HAM'S "STERLING"

How Is Your Stock of Lanterns?

Now is a good time to replenish your lantern stock, and if you are not handling "HAM'S" goods it's a good time to try them. They are built scientifically correct and are superior in quality, style, finish and burning qualities, and are guaranteed to give perfect satisfaction. That's the kind of lanterns that you want to furnish your customers with; they're bound to please.

Write for one of our new catalogues. Address "Dept. L."

C. T. Ham Mfg. Co.
ROCHESTER, N. Y.



HAM'S "MATCHLESS"

A Short Month The Shortest of the Year



May nevertheless be a busy month. Good Goods—Attractively Displayed—Well Advertised, always command attention and find buyers.

Lava and Volcanic Enameled Ware

Makes a Fine Window Display and an eloquent appeal to the passer-by.

Listen to what a customer on the Pacific Slope says about it:—

"We have been using Lava and Volcanic Ware for two years, and it is surely a pretty and durable article. We are all becoming educated to the fact that the United States can furnish better ware than can be imported."

If not already handling this ware, write at once for Illustrated Catalogue, Prices, and FREE SAMPLE WASH BASIN.

Mention Hardware Dealers' Magazine.

THE CLEVELAND STAMPING & TOOL COMPANY

CLEVELAND, OHIO

ROBT. F. HALL, Portland, Ore., Pacific Coast Agent. **SPENCE MFG. CO., Agents, St. Paul, Minn.**

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DON'T MISS A

GOOD THING



Cut Full Size.

CROWN SEAL CORK OPENER LIFTER EXTRACTOR

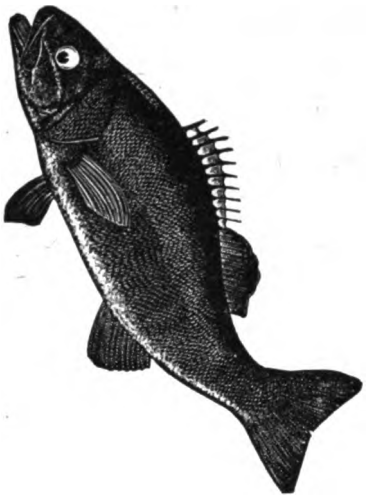
NO. 4 WOODEN TUBE
NO. 4½ METAL TUBE

MOUNTED ON A 1 or 2 DOZEN CARD

C. T. WILLIAMSON Wire Novelty Co.
54 Badger Avenue NEWARK, N. J.

PFLUEGER'S

FISHING TACKLE



HOOKS, FLIES, TROLLS, SPINNERS, PHANTOMS, REELS, FURNISHED LINES EVERYTHING IN FISHING TACKLE

NOTICE—Free to Any Dealer in Sporting Goods, Sent Express Prepaid, 170 Page Illustrated Catalogue No. F. 25. Metal Fish Sign in 8-Color Lithograph.

The Enterprise Mfg. Co.
AKRON, OHIO

FREE TO DEALERS

Valuable information and a 128 page encyclopedia of money making profitable Auto Supplies.

Hardware dealers all over the country are now increasing their business by handling Auto Sundries, so don't wait until your competitors get all the trade.

WRITE TO-DAY and get our trade discount sheet and increase your business for 1908.

THE MOTOR CAR EQUIPMENT CO.

Manufacturers and Jobbers of

AUTO SUPPLIES

55 Warren St., NEW YORK

DEALERS, WE MAKE



BIG AND LITTLE

WATER MOTORS



"Really and truly," the only line which will be found satisfactory from the standpoint of the dealer and user. Why not put a few in your show window and let us refer our inquirers to you?

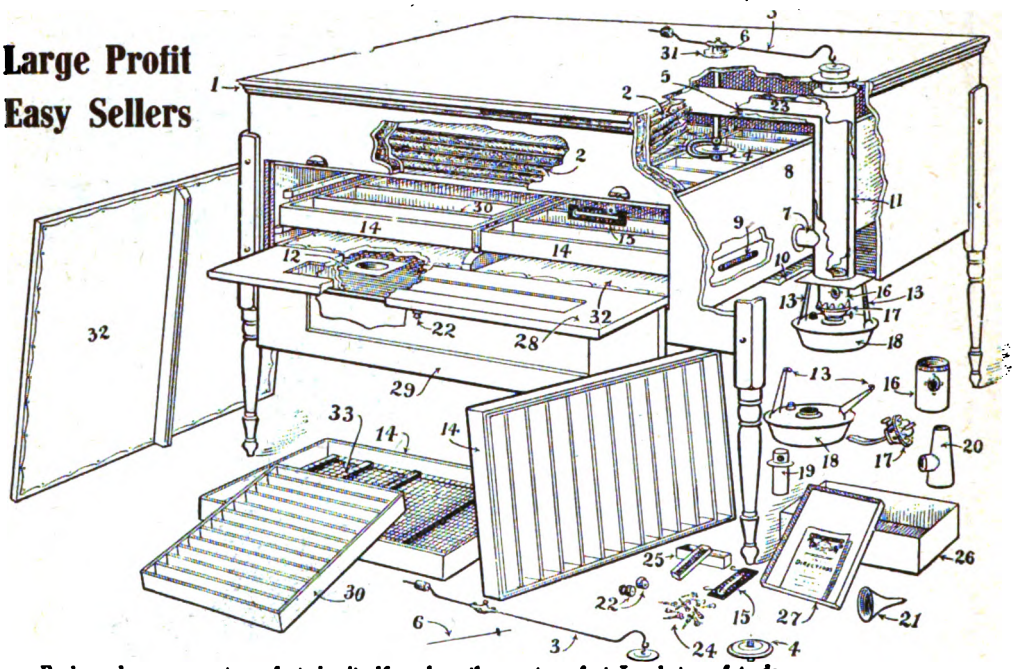


LIPPINCOTT W. M. & I. CO.
Newark, N. J.

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THE RELIABLE INCUBATORS

Large Profit
Easy Sellers

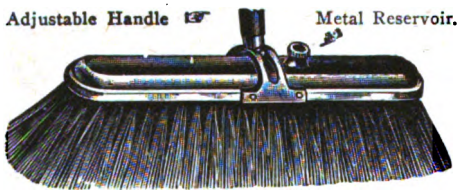


Each and every part perfect in itself makes the most perfect Incubator of to-day. The result of 26 years' experience. Hardware men, we want you to sell our machine. It costs nothing to try. Write to-day for particulars and our large Catalogue. Address

RELIABLE INCUBATOR & BROODER CO., Box 700, QUINCY, ILL.

NOTHING SO DISGUSTING AS DIRTY FLOORS

Adjustable Handle ☞ Metal Reservoir.



Many a customer has been lost because of a dirty floor that spoiled a dainty gown. Many a dollar is lost daily by dust—damage to stock.

THERE IS A REMEDY

This brush is certain death to dust. The reservoir top feeds just enough kerosene to lay the dust and sweep clean. Does not oil the floor. Send for one on approval and see what it saves. We prepay express charges.

Liberal Discounts to Dealers in Quantities

MILWAUKEE DUSTLESS BRUSH CO., 120 SYCAMORE STREET MILWAUKEE, WIS.



The **"King of Glass Cutters"** are made to cut—the rolls are manufactured from the finest Novo steel, with sheet steel heads and nickel-plated shank. *Our prices are all right.*

THE HART MANUFACTURING CO., Unionville, Conn.

"VELVET TREAD" Simplest and Strongest

Our Aluminum, Steel and Fiber Wheels have become popular with all skaters.

WE CARRY A FULL LINE OF RINK EQUIPMENTS

CHICAGO ROLLER SKATE CO., 65 So. Canal St., CHICAGO

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Founded in 1828
But always Up-to-Date

Baeder, Adamson & Co.

PHILADELPHIA
NEW YORK
BOSTON
CHICAGO

Manufacturers of

Sand Papers

IN EVERY FORM

Flint Paper, Garnet Paper, Emery Paper, Emery Cloth

You take no risk on the Quality
We make only the Best!



The Handy Hammerless Tack

Celluloid Colors, Brass, Steel, and Numbers

Solidhed Display sells tacks



Supplied by jobbers
Hawkes-Jackson, Makers, New York

This Harp Retails for 15c.



40 Per Cent. Profit for the Dealer

No. 04

We caused a stir with our 10c. Harp which we introduced last month. This was BUT ONE of the many "good things" offered by the line of

FR. HOTZ HARMONICAS

Excellent sellers from 10c. to $1.00

No. 04 THE LION BRAND, is a first class Harmonica, with heavy brass plates, finest nickel plated heavy covers, has 10 holes and 20 perfectly tuned reeds. The covers and plates are securely fastened and the instrument is made with open back. The curves of the cover offer an excellent and comfortable mouthpiece for the player. As a fifteen cent instrument this number has no equal and affords the dealer about 40 per cent. profit.

Send for our illustrated catalogue showing the entire line. Ask your jobber for Hotz Harmonicas.

Factory, Knittlingen, Germany
Established 1828
The Oldest Harmonica factory in the World.

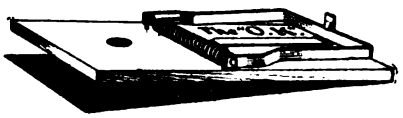
FR. HOTZ
475 BROADWAY, NEW YORK
Canadian Office: 76 York Street, Toronto

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ABINGDON TRAP COMPANY

ABINGDON, ILLINOIS, U. S. A.

RAT, MOUSE, GOPHER and GAME TRAPS



Ready For Action.

O. K. GOPHER TRAP

"IT" Mouse Trap. Buy it — Try it —



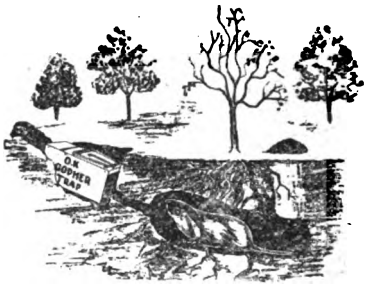
"IT"

A little trap with a big record.

Sure to catch and sure to hold.

The O. K. Gopher Trap we furnish both with and without sides. Directions for setting on each trap.

EASY TO SET



Cut Showing Gopher Approaching Trap.

BLACK EAGLE TEMPERED STEEL PAT. AUG. 21, 1900 BURGESS-NORTON MFG. CO. GENEVA, ILL. U.S.A.

HATCHETS

COMBINE

Quality, Style and Finish

AT A REASONABLE PRICE

SEVEN STYLES

Inquire of your Jobber or write Makers



YOUR stoves will sell much quicker, and at a better price, if polished with Black Kid Stove Polish.

This is the best of all the good stove polishes made.

Six or twelve five-pound cans to a case. Your jobber has it.

Established 1850 Incorporated 1891

Gerts, Lumbard & Co.
Brush Makers

Ask for our Special Hardware Catalogue "G"

208 and 210 Randolph St., CHICAGO, ILL.

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An Article of Great Merit

"RAIN-BOW"

Lawn Sprinkler

Under a high pressure the Rain-bow will cover an area of 35 to 40 ft. diameter. Does not flood the lawn, or wash the earth from roots of the grass like all sprinklers that throw a large volume of water.

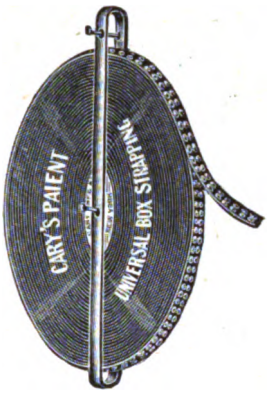
The "Rain-Bow" is also made with SLED.

No ball bearings; nothing to wear or rust out; works well under high or low pressure; covers the largest area with the least water.

The Turner & Seymour Mfg. Co.

Torrington, Conn.

"There is something good in the worst of us,
And there is something bad in the best of us;
So, it does not behoove any of us
To speak ill of the rest of us."



AN ill word has never been spoken about

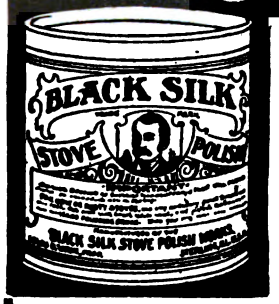
CARY'S UNIVERSAL BOX STRAPPING

by any one who has given it a thorough and practical test. Our goods are sold all over the world. By striving to make them better we have made them the best. Catalogue, samples and discounts on application.

Cary Manufacturing Company

19 & 21 ROOSEVELT STREET
NEW YORK CITY

BLACK Silk STOVE POLISH is the NAME



FOR AN

EXHIBITION SHINE

USE

BLACK SILK STOVE POLISH

It never dries out nor rusts through the cans. It is better two years old than when first made. Buy in quantities and always have the polish in stock.

"The Polish That's Clean"
"The Shine That Stays"

STERLING, ILL., U. S. A.
The HOME of
Station O Black SILK Stove Polish

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Give Your Customers "The Horse"

"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With every order for Dixon's Graphite Axle Grease, we will give the dealer a quantity of these booklets to distribute among such customers as are interested in horses. ¶ Get sample copy 55-I of this booklet and see how valuable it is—free on request.

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J.

Snow Flake Axle Grease

TRADE MARK

The Grease to Buy

The Grease to Sell

The Grease to Use

The Snow Flake Axle Grease Company

MANUFACTURERS

FITCHBURG, MASS.

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THE MARTIN-SENOUR CO.

MAKERS OF

MONARCH HOUSE PAINT
100 Per Cent. Pure

SENOUR'S FLOOR PAINT
(The Standard Brand)

RED SCHOOL HOUSE PAINT
The Reddest "Red" for Barns, Roofs, &c.

E-Z FLOOR AND FURNITURE STAIN
"Wont mar white" "Bears walking on"

MARTIN'S WHITE ENAMEL
"The white that stays white"

and a Full Line of Paint and Varnish Specialties.



DROP US A LINE

for our beautiful four-color, illustrated catalogue. We will mail it to you gratis.



2514 to 2520 Quarry Street and Archer Avenue
CHICAGO, ILLS., U. S. A.

142 and 144 Inspector Street
MONTREAL, CANADA

Let us tell you about

ALABASTINE



about our magnificent advertising campaign, what we can do for you locally to make Alabastine an important unit in your business and to bring new trade into your store.

We have something to offer that will make you money. Please write us

ALABASTINE COMPANY
GRAND RAPIDS, MICH. NEW YORK CITY

LIQUID GRANITE

FOR FLOORS AND WOODWORK EXPOSED TO SEVERE WEAR

is in a class by itself. There is no varnish so satisfactory to the man that uses it and the man that owns the floor.

Drop us a line and we will send you samples of wood finished with Liquid Granite.

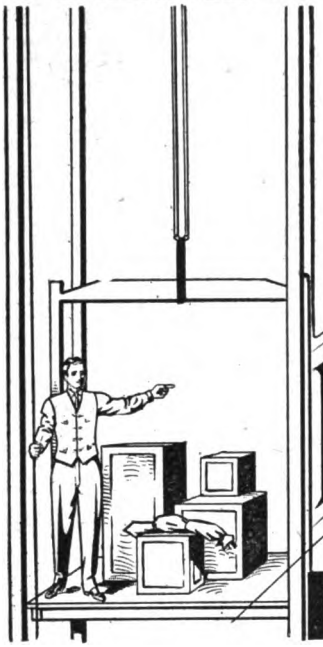
BERRY BROTHERS, Limited

VARNISH MANUFACTURERS

New York 262 Pearl St.	ESTABLISHED 1858	Chicago 48-50 Lake St.
Boston 530 Atlantic Ave.	DETROIT	Cincinnati 420 Main St.
Philadelphia 26-28 N. 4th St.	Canadian Office and Factory	St. Louis 112 So. 4th St.
Baltimore 29 S. Hanover St.	Walkerville, Ont.	San Francisco 668 Howard St.

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FREIGHT ELEVATORS



Are the Very Essence of Economy in Pretty Near Any Business.

RAISE YOUR PROFITS

Don't Cost as Much as You Think

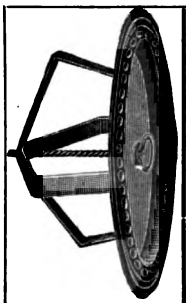
UNION Hand-Power

Are Durable, Safe and Inexpensive

WRITE FOR PRICES

Union Elevator & Machine Co.

144-6 Ontario Street, CHICAGO



Reversed for Papering Over.

We now make and distribute

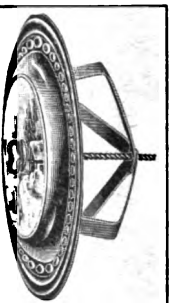
The Higgins Perfect Flue Stop

(PATENTED)

Locks tight in the Flue. The thumb screw expands the flat steel springs. No wind or gas explosion can blow it out.

Sales have steadily increased for years

Formerly made by G. A. HIGGINS & SON



Showing Face Side.

ANDREWS WIRE & IRON WORKS

ROCKFORD, ILL.

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IT PAYS TO SELL GOOD MERCHANDISE

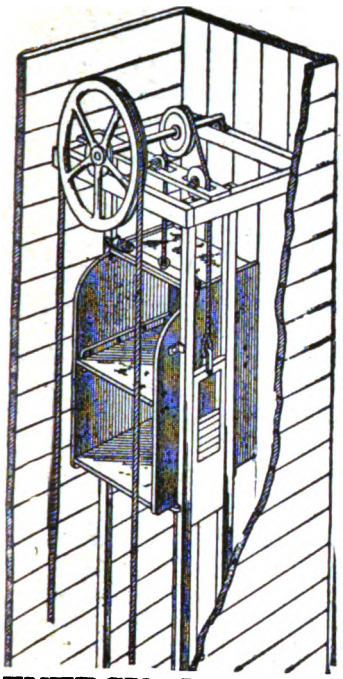
"ANDREWS SPECIALTIES"

are good goods and good money makers

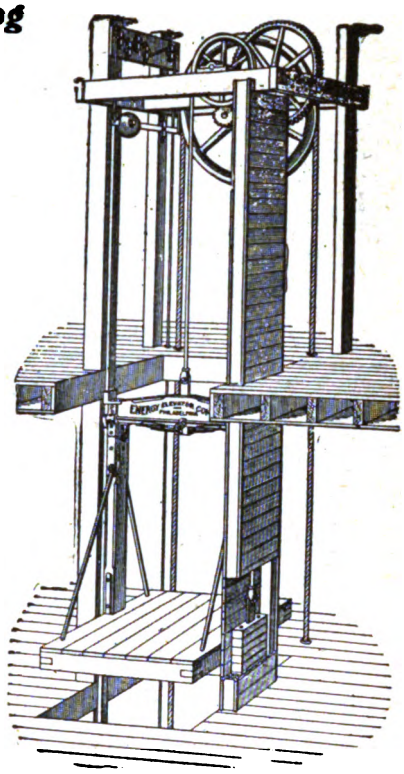
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HIGGINS FLUE STOPS
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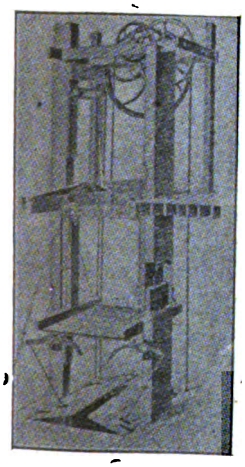
We shall be glad to send you Catalog describing



The Little Beauty Dumb-Waiter
The Rapid Transit Dumb-Waiter
The Energy Dumb-Waiter
The Little Giant Dumb-Waiter
The Side Post Hand Elevator
The Back Guide Hand Elevator
Hand Power Passenger Elevator
Carriage or Warehouse Elevator
Belt Power Elevators
Basement Lifts
Power Attachments for Hand Elevators



ENERGY ELEVATOR COMPANY
214-218 New Street, PHILADELPHIA, PA.



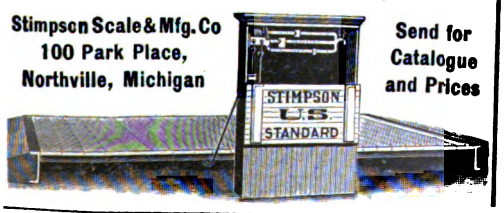
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AUTOMATIC
HATCH DOORS
DUMB WAITERS
And all Appliances for Same
Manufactured by
O'Neill Elevator Co.
926 Cherry Street,
PHILADELPHIA, PA.
Send for Catalog

HOTTEST ON EARTH



LET US PROVE IT
Small in size. Only two inches thick. Guaranteed.
No. 16
AUTO TORCH
Price each, $3.75 net
The Turner Brass Works
61 PARK AVE. SYCAMORE, ILL., U. S. A.

Big Margins In Stimpson Steel Pitless Wagon Scales
Stimpson Scale & Mfg. Co
100 Park Place,
Northville, Michigan



Send for Catalogue and Prices

PREVENTS DRAFTS, DUST AND WINDOW RATTLING.





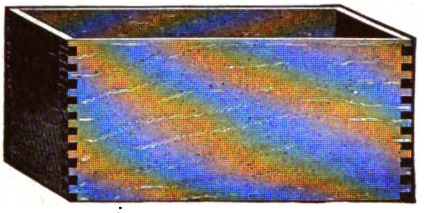
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Window Stop Adjuster.



PATENTED.
The only Stop Adjuster made from one piece of metal with solid ribs and heavy bed that will not cup, turn or bend in tightening the screw. Manufactured only by The H. B. IVES CO., New Haven, Conn., U. S. A. (Fifty-page Catalogue Mailed Free.)

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FOR THE HARDWARE TRADE.



THE A. H. GREEN CO.,
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Steel
Nickel Plated
Show Case
Brackets

NASHUA TILL CO.
MANUFACTURERS OF
Alarm Cash Drawers
Nashua, N. H., U. S. A.

ROLLING STEP Ladders for Stores



No modern store is equipped up-to-date without the

BICYCLE STEP LADDERS

as part of its outfit.

We make Ladders to turn corners; to fit all kinds of uneven shelving; to work where floor is slanting; to fit any special requirements—and more Ladders than all other houses combined.

Ask about the new noiseless track.

CIRCULARS FOR THE ASKING

THE BICYCLE STEP LADDER CO.

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Chicago, Ill.

EASTERN AGENTS H. N. YOUNGS, 180 W. 74th St., N.Y. City

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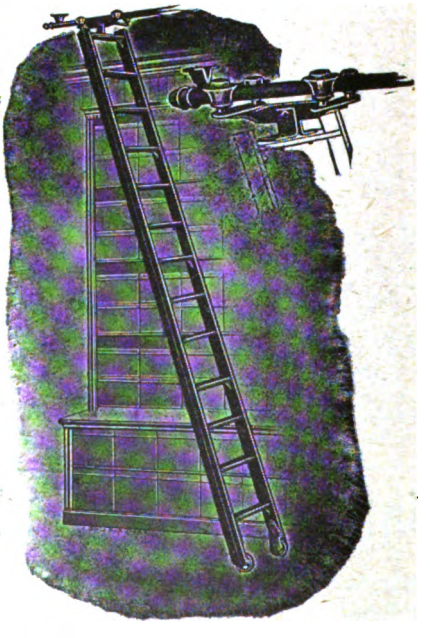


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NOISELESS.
CUSHION TIRE.
Best and Most Complete in the Market. Write for Descriptive Circular and Prices.
MFRS.
Pumps, Hay Tools, Barn Door Hangers, &c. Largest and Best Line in the World

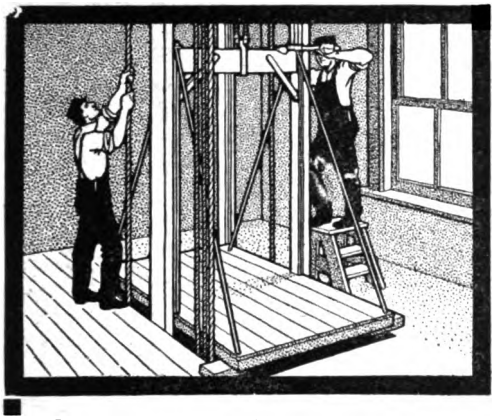
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TO ORDER

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Columbia Ave. and Randolph St., Philadelphia, Pa.



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HOLYOKE, MASS.

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Easy to Erect

Eaton & Prince hand-power elevators are easily and quickly erected by any mechanic of ordinary ability because of the simplicity of their construction, and because of the complete working specifications we furnish with each elevator.

Eaton & Prince hand-power elevators are carried regularly in stock in Chicago in both corner-lift and center-lift pattens in various sizes.

Illustrated plans, details, sizes and prices in Folder No. 44 will permit you to *intelligently* order on the spot—send for it to

EATON & PRINCE COMPANY
CHICAGO

We are thereby enabled to ship promptly upon receipt of order.

E. & P. elevators combine economy and simplicity with superior service, safety and satisfaction.

BUILT UPON HONOR
Up-to-Date Hardware Delivery Wagon



for progressive hardware dealers. Easy to load and light of draft. Best grade only.

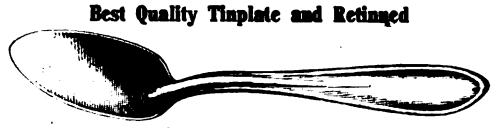
Free Catalog upon Request.

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109 EDWARD ST., SYCAMORE, ILL.

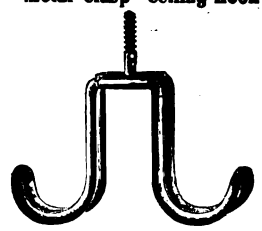
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Best Quality Tinplate and Retinned



"Metal Clasp" Ceiling Hook



These goods, on account of their construction and low price, are trade winners in every sense of the word, as they will give perfect satisfaction to the purchaser and to the retailer, and practically sell themselves. Write for prices.

THE ATLAS MFG. CO., New Haven, Conn.

New York Representatives: J. C. McCARTY & CO., 21 Murray St.

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Superior in form, material and finish. Regular points are 2, 3 and 4/32, assorted or single sizes as specified.



Manufactured ONLY by **SYRACUSE TWIST DRILL CO.**

Prices upon request. 934 Grape Street, SYRACUSE, N. Y.



Shipping Clerks

Drop Forged

BOX OPENER

9 inches long

Will drive or draw a *shingle*, nail or *spike*. With a chisel point it's good for chopping ice.

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CARPENTERS

all want our

PRY BAR and NAIL PULLER

Length, 23½ inches



BECAUSE it's drop forged from superior tool steel. BECAUSE it can be sharpened and used as a chisel. BECAUSE you can pull nails *straight out* and pry off boards as high as you can reach.

Manufactured By **C. E. BONNER MFG. CO.**

Manufacturers of all Kinds of Drop Forged Tools CHRISMAN, ILL.

HANDY WRENCHES

THE MARK OF QUALITY B THE BILLINGS & SPENCER CO. HARTFORD

A set of 5 of our new General Service Wrenches, (10 openings) put up in a serviceable kit bag, especially adapted to use on Autos, wagons, on the farm, etc. They are light, long and strong. Our new pocket catalog describes them and many other tools.



THE BILLINGS & SPENCER CO.

Hartford, Conn.



THE VANDEGRIFT

WOOD HANDLE

SCREW WRENCH

Hardwood Handle, parts fitted to stay, will not crack or break. Lower Jaw and Handle Shank of one solid piece, with machine steel studs inserted clear to base. Will outlast any ordinary wrench. Write for sample.

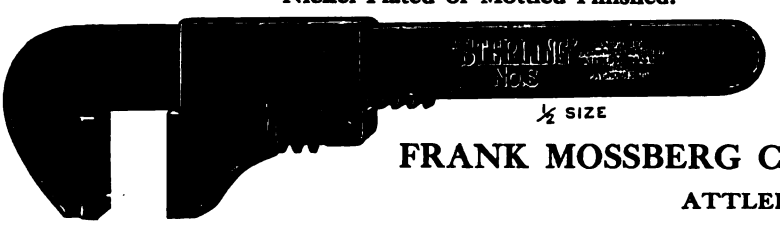
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Sizes from 5 to 11 inches.

SOLD ON THEIR MERITS. EACH WRENCH GUARANTEED.

Nickel Plated or Mottled Finished.



½ SIZE

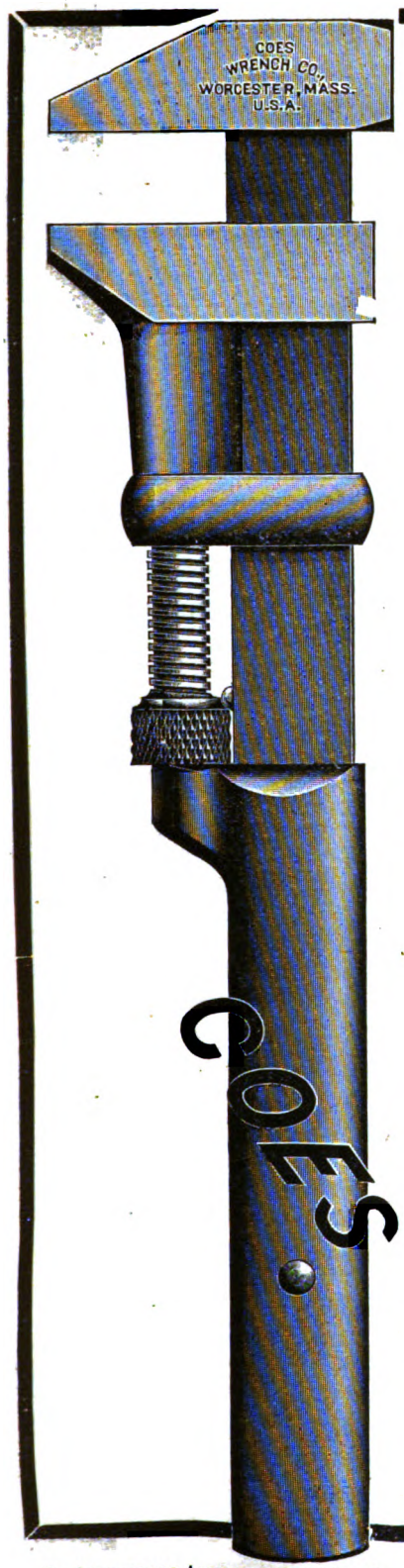
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FRANK MOSSBERG CO.,

ATTLEBORO, MASS.

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WE SAVE YOU 30%

91

YOU may be able to save as much as 5 per cent. on the first cost of a wrench if you buy a "just-as-good" (?) substitute for the "Coes."

¶ But you're sure to lose at least 30 per cent. in strength, serviceability, durability and actual wrench worth.

¶ That is, while you may pay 5 per cent. **more** for the **genuine "Coes"** you are certain to get 30 per cent. **less trouble** and 30 per cent. **more service** out of the **original** than you can ever get out of **any** imitation, no matter what the price.

¶ Remember that wrench making is a fine art with us; we've been at it nearly seventy years. And every year of the seventy has brought some improvement—some closer approach to wrench perfection.

¶ Don't let your dealer wheedle you into buying a "Near-Coes" or a "Coes Pattern," or anything else in the wrench line, **except the Genuine Coes Wrench.** Look for the Star Trade Mark on the package.

¶ Made in five styles and forty-nine sizes, which range from 4 inches to 48 inches—one or more of them will meet your wrench needs. By the way—write for our Wrench Book.

COES WRENCH COMPANY
Worcester, Mass.

AGENTS { J. C. McCARTY & CO., - - 21 Murray Street, New York
JOHN H. GRAHAM & CO., 113 Chambers Street, New York

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RUBBER HEADED NAILS
AND
WOOD PEG TIPS

We make many different little things in rubber

Cane, Chair, Crutch, Stem and Screw Tips, Bumpers and Fender Tips, Etc.

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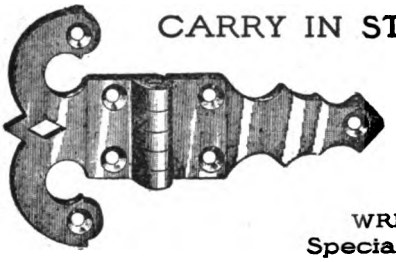
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370 Atlantic Avenue, BOSTON, MASS., U. S. A.



THREE SIZES

No. 1 — 1/8
No. 2 — 11/16
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CARRY IN STOCK A COMPLETE LINE OF

REFRIGERATOR TRIMMINGS
BUILDERS' HARDWARE
BOX and CHEST TRIMMINGS
COAT and HAT HOOKS, Etc.

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Special Goods Made to Order

BRASS GOODS MFG. COMPANY
BROOKLYN, N. Y.



THE STANDARD SPRAY PUMP

Will Make Dollars and Friends for You

WARRANTED FIVE YEARS.
ALL BRASS—EVEN THE VALVES.

The tallest fruit tree can be reached from the ground. Attach it to a knapsack and you have the best knapsack pump ever made.

Attach it to twenty or thirty feet of hose—put the end of hose in a barrel on a sled—and you have the best outfit ever made for a large orchard. With it one man does the work of two.

Sample sent to the trade by prepaid express at wholesale price, anywhere in the U. S., east of the Mississippi or north of Mason and Dixon's line—(if you live outside of this territory, you'll have to help out on the charges).

SEND IT BACK IF YOU DON'T LIKE IT, THAT'S ALL

It's an easy way to get acquainted with a good article and you'll not regret it.

Let us SHOW you why it is the BEST Spray Pump for YOU to sell.

Pick up a Post Card NOW and ASK US.
Mention this Paper.

The Standard Stamping Co.

MARYSVILLE, OHIO

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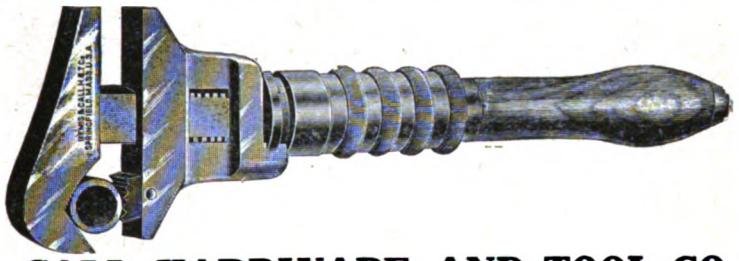
Now Then Mr. Dealer:—

We have an enviable record of 72 years making wrenches. If our wrenches are better than others you want to know it. If they will give complete satisfaction to your trade you should have them.

We Say To Every Doubter:—

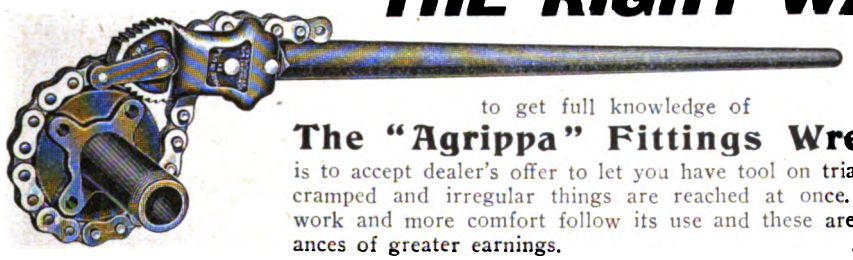
Are we not an old enough house to warrant you in asking for our catalogue? Just to convince the suspicious ones that our claims are true, send for our catalogue and a trial order—then you will know without depending on statements of others.

LET US GET ACQUAINTED



BEMIS & CALL HARDWARE AND TOOL CO.
SPRINGFIELD, MASS.

THE RIGHT WAY

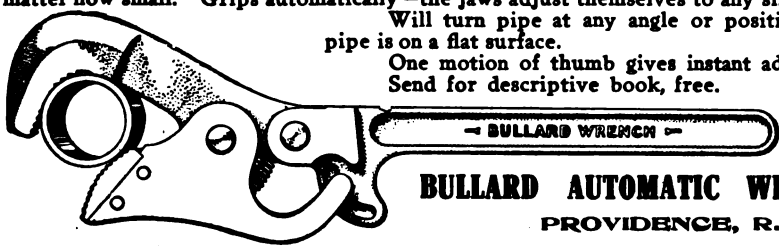


to get full knowledge of
The "Agrippa" Fittings Wrench
is to accept dealer's offer to let you have tool on trial. The cramped and irregular things are reached at once. More work and more comfort follow its use and these are assurances of greater earnings.

J. H. WILLIAMS & CO., SUPERIOR DROP FORGINGS, **BROOKLYN, N. Y.**
and CHICAGO, ILL.

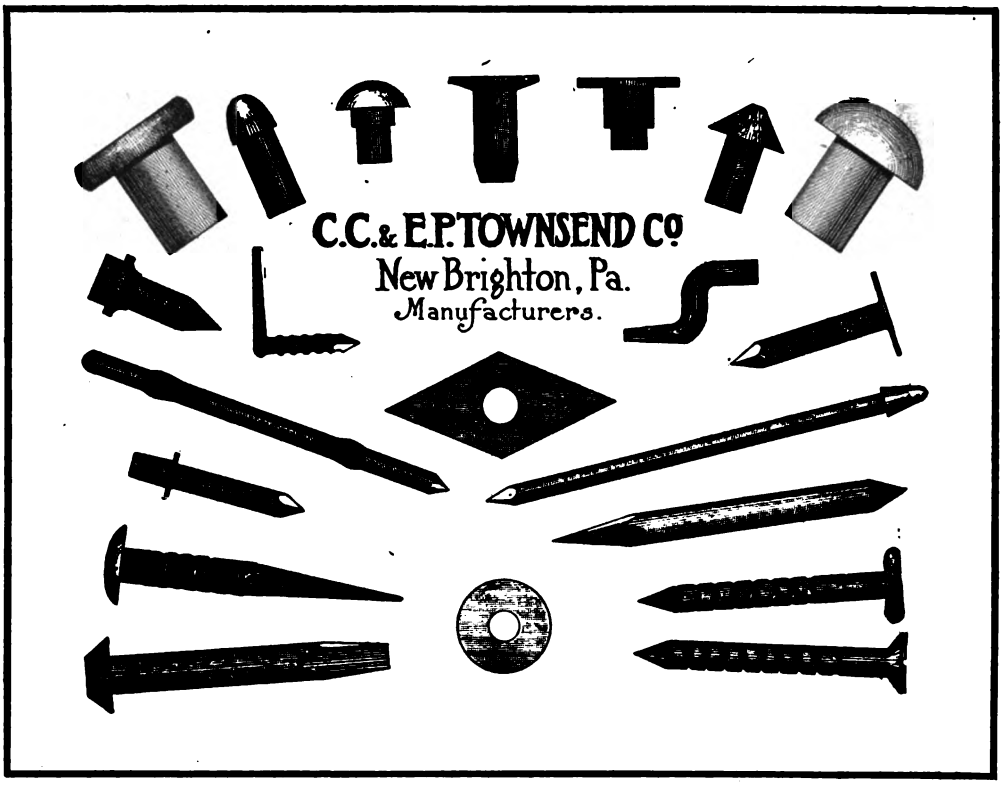
THE BULLARD AUTOMATIC WRENCH

The only wrench that imitates the ***natural grip of the hand.***
Monkey, Ratchet and ***Pipe Wrench*** combined, can't slip or crush the pipe—no matter how small. Grips automatically—the jaws adjust themselves to any size pipe.
Will turn pipe at any angle or position, even when pipe is on a flat surface.
One motion of thumb gives instant adjustment.
Send for descriptive book, free.



BULLARD AUTOMATIC WRENCH CO.
PROVIDENCE, R. I.

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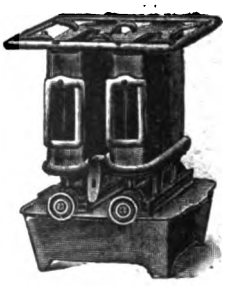
The Taylor & Boggis Foundry Co.

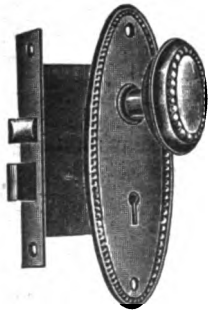
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CONTINENTAL TIRES *BEST BY EVERY TEST*

WE GIVE YOUR ORDERS
CAREFUL AND ACCURATE SHIPMENT
PRICES THAT ARE RIGHT
PROMPT AND COURTEOUS ATTENTION

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A GASOLINE LIGHTING SYSTEM THAT REQUIRES NO GENERATING; is as convenient as electricity or gas and costs less than one-twentieth as much to operate. Looks like the latest Nernst electric arc lights. It will revolutionize the lighting of stores and homes. Anyone can install and own a lighting plant at a cost of from $20 up, according to the size of the space to be lighted; 500 candle power, two hours a night for a NICKEL A WEEK. Will actually run 40 to 60 hours on one gallon of gasoline. Every outfit carries an eleven-year guarantee backed by a responsibility that is unquestionable. The only objection to gasoline lighting, viz., having to generate the lights before using, entirely overcome. Send for our 48-page catalogue, showing many beautiful designs.

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SLATE BLACKBOARDS

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38 PARK ROW, NEW YO

QUARRIES: Pennsylvania and Verm

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Money-Back

METAL WARE

SHOW YOUR CUSTOMER HOW EASY IT IS TO GET AT THE BURNER ON A 'Prisco' LANTERN AND WATCH HIM JUMP TO CATCH THE GLOBE, BUT WHICH DOES NOT FALL OUT AND BREAK. ONE OF THE REASONS WHY 'Priscos' ARE WORTH MORE.



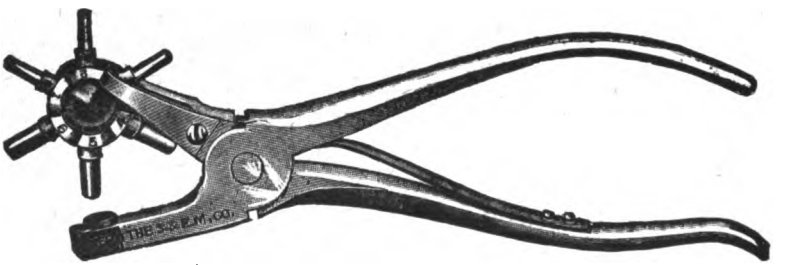
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WHEN YOU WANT THE BEST.

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Revolving Belt Punches



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1 2 3 4 5 6 7 8 9

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TRADE MARK

Steel Spiders, Griddles and Kettles

Cooking Utensils That Do Not Warp, Scorch, Burn or Spoil Food.



Ask for Catalog.

The Genuine Branded "NEVER-BREAK." Imitations Fool the Foolish.

THE AVERY STAMPING CO.
Exclusive Manufacturers. CLEVELAND, OHIO

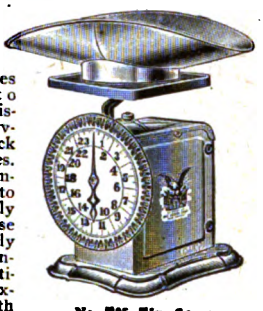


Prudent Housekeepers Use Pelouze Family Scales
(Warranted)

They can be instantly adjusted for plate, basket or scoop.

CAPACITY
24 pounds by ounces

No. E90 Steel Platform.
No. 90½ Tile Platform.



No. T95 Tin Scoop.
No. B95 Brass Scoop.

The Pelouze Scales are invaluable to proper cooking; indispensable in preserving. They keep check on your purchases. Soon pay for themselves. No weights to get lost. Absolutely automatic. These *Scales* are beautifully finished in black enamel and are artistically ornamented. Extra Large Dial with Silver center and gold border. Very attractive. Made of cold rolled steel.

Dealers should specify PELOUZE Scales in ordering from their jobber. Send for Cat. "H." 40 Styles.

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118 132 West Jackson Boulevard, Chicago

"I have caused three other carpenters to *Sell their — Planes* and *buy the CHAPLIN*"



"Will always have a *Good word* to say for *your tools*. I consider them *The Best Made*"

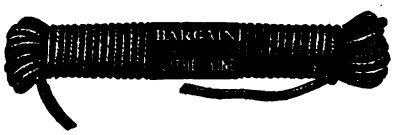
MANUFACTURED BY

Tower & Lyon Co.,

95 Chambers Street, NEW YORK CITY

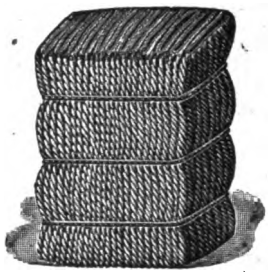
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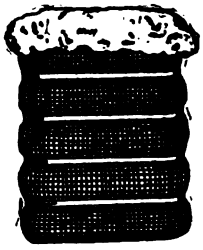
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WICK, SASH CORD, AND CLOTHES LINES



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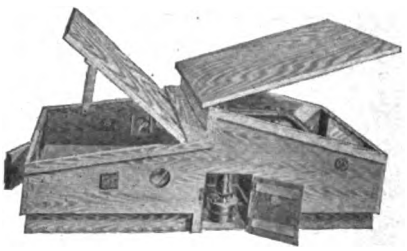
Fall River, - Mass.

Incubators and Brooders



Cut of No. 3 Ideal Hot Water Incubator—half size of Catalogue Cut.

A PROFITABLE LINE FOR HARDWARE DEALERS!



Cut of No. 3 Ideal Brooder—half size of Catalogue Cut.

WE have a proposition that will interest every hardware dealer to handle Incubators and Brooders. Our line is **extensively advertised and easy to sell.** Simple and easy to operate, and sell themselves if placed where they can be seen by your customers. **Incubators** are no longer an experiment, but **are just as necessary** in the raising of poultry **as a plow on a farm.** Send for our catalogue and our prices to dealers. You will surely be interested.

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Manufacturers of High-Class Standard Incubators and Brooders.

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Our Name is Stamped on the Cord

SILVER LAKE SASH CORD

RECOGNIZED STANDARD SINCE 1868

Warranted to give satisfaction when used with weights and pulleys recommended in our catalogue
Made in all sizes, varying by 32ds of an inch in diameter.
Braided on our own machines by the most experienced workmen.
Made from selected stock, free from waste and imperfections.
Hard braid and smooth finish make its appearance and wearing qualities the best.
Our name stamped on every foot of the cord itself makes identification easy.
Silver Lake Braided Cord is guaranteed in every particular.
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SAFETY AUTOMATIC REVOLVER

You can trust it to do the thing you want when you want it

It will go off only when you want it to go off, and it will hit what you aim at and hit it hard. It is the only revolver made that is worthy the name "safety." You can "hammer the hammer," throw the revolver against a stone wall, handle it as roughly as you choose—the patented safety lever, exclusively used in this revolver, prevents all possibility of accidental discharge. Its action is explained in our booklet, "Shots," sent free.



Its straight shooting and hard hitting qualities are the result of over 33 years' experience of revolver making, combined with the skill, superior materials and best appliances made possible by a factory which is the **largest of its kind in the world.**

More than 1,500,000 of this one model have been sold. This enormous sale makes possible a great reduction in the cost of production, so that an Iver Johnson Revolver costs about half what is asked for others.

Our advertising creates the demand. But we never sell direct where the dealer will supply.

These are not premium goods. The owl's head on the grip and our name on the barrel guarantee them.

Send for Dealer's Catalogue or order of your jobber.

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302 River Street, Fitchburg, Mass.

Makers of Iver Johnson Single Barrel Shotguns and Iver Johnson Truss Bridge Bicycles

Hammer the Hammer

CONSUMERS' BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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HARDWARE DEALERS' MAGAZINE

FEBRUARY, 1908

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PLACING THE RESPONSIBILITY

A financier of experience declares that the recent financial disturbance will pass into history—if history is allowed to pose as truth—as the Bankers' panic. That not a ripple would have appeared on the surface, because there was nothing beneath to cause the ripple, if the banks had not been engaged in making trouble far down out of sight. That a more careless, needless and foolish disturbance in financial centers was never seen in America; and that the record of the days that have since intervened, has given absolute assurance of the strength and financial and commercial stability of the country. The defective spot was in the banks; and in their haste to disavow responsibility for that evil, or to be contaminated by it, the bankers forgot their responsibility to the public, and their guardianship of public funds and precipitated needless trouble upon thousands who would otherwise have been uninjured.

Pursuing the subject still further, this authority discovered the cause in what he termed "Automobile Banking." The plan evolved by a certain coterie of speculators of New York was simple enough—The control of a bank was secured by purchase. The reserve cash of that bank was immediately dumped into an automobile and rushed to the purchase of another. With that once in hand the cash was used for the purchase of another. And so on. Of course this is partly exaggeration, and partly imagination, but as a forcible illustration of what was done it will serve. It was when this scheme had been worked about as far as it would go, that exposure came, and with it a big scare for the public.

* * *

The reassuring feature about the situation is that even the action of the banks in looking out for themselves first and their customers and the country secondly, did not materially disturb the stability of the country. Had conditions been as they were in 1837, in 1857, in 1873, or even in 1892, the causes and the course above described would have precipitated such a crash from coast to coast as would have made the San Francisco earthquake a mere tremor in comparison.

* * *

There has been no crash. There will be none. There have been failures; there will be failures, but they will be the fall of the weakened individual and not the tumble of a row of bricks dependent upon each other. The country is strong, cheerful, good for ten times its liabilities.

* * *

The Hardwaremen who in other pages of this issue discuss present business conditions and indicate their views as to the renewed activity of the early future are in line with the prevailing opinion of business men everywhere. Perhaps the Hardware business does not as readily lend itself to speculation as do some others; possibly its members are more conservative; but it remains the fact that there has been less disturbance here than in a number of lines that might be mentioned.

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Letters to the Branch Houses

A manager of experience has figured out and put into successful practice a method of condensation in labor and in saving of postage cost, in the correspondence with his various branch houses—a method that can be pursued with equal success by Hardware establishments with branches.

All outgoing mail is centered in one mailing desk rather than sent from each department to the post office or the mailing chute direct—which in itself is a saving of labor. When outside mail reaches this desk, it is handled in the usual way, but with the branch mail a different method is pursued.

These letters are first classified in what amounts to a vertical file, divided into three divisions—one for the letter, one for the large envelope, and one for the small envelope. This file is divided by file cards, indexed according to each branch house.

When letters are addressed in the various departments, the stenographers address no envelopes. These have been already printed, and the mail clerk keeps a constant supply on hand. The letters to the branches the clerk distributes behind the proper guides. When these are all classified, all the letters to each individual house are addressed in one envelope, or as many as the bulk may require, and mailed. In this way a half dozen may in many cases go at a postage cost of one.

The Financial Merry-Go-Round

The farmer filled out a check, and thrust it under the nose of the paying teller.

"Sorry, Mr. Jones," said that official, "but as currency is a little short we can let you have only half of that."

"All right," said the farmer, "give me what you can. I want to pay some bills."

He took a fifty-dollar greenback and departed.

At 10.45 a. m. he paid his bill at the Hardware store, and received a few dollars in change.

At 11.25 a. m. the fifty dollar bill went with others from the retailer to a jobber.

At 1.07 p. m. the jobber deposited the bill in the same bank. It was safely back again, and had wiped out two accounts.

That's the way the old thing works. If the teller had given the farmer the hundred dollars asked for, that amount of debt would have been cleared up, and the bank would still have had the bill.

Seems foolish to do anything else.

Makes Equal Dealing

An advocate of price maintenance puts the argument in a few words when he said: "So long as the selling price can be maintained the smaller man is protected, and the fact that his big rival cannot undersell him gives him a confidence and standing of incalculable value. It may chagrin him to know that the big dealer is making larger profits because he can buy more cheaply, but if the big man is prevented from underselling that is all that the small man need trouble about. For if the sale prices are the same in the small store as in the large one, the principal inducement for the public to deal with the large one no longer exists, and there will be a more equitable distribution of trade. The whole secret of the value of price maintenance to the individual trader is that it places him in the estimation of the public on the same platform as his competitor, and that is all the advantage he need ask or expect."

Hardwareman for Postmaster

W. B. Parry, a prominent Hardware dealer of Utica, N. Y., stands a good show of becoming postmaster of that city. He went to Utica from Wales when a young man and, with the exception of two years spent in Colorado, has resided in that city since, a period of forty-one years. For about fourteen years he was in the employ of the late J. E. Roberts & Co., who conducted one of the best known Hardware establishments in the city. In 1881 he was taken in as a partner, under the firm name of Roberts, Parry & Co., and this business connection lasted until 1898, when Mr. Parry withdrew and established the wholesale Hardware business which he now conducts. While he has attended strictly to business always, he has not allowed business to absorb his energies to the exclusion of other interests.

The Old Horseshoes

A report from the far east explains where many of the old horseshoes of the world go to. They are sent to China by the shipload, and the market seems to be almost without limit. Chinese iron dealers buy the horseshoes and sell them to knife and tool manufacturers all over the province. It is claimed by the Chinese that the temper of this class of iron makes it the best obtainable for knives and cutlery and also good for other tools. The reason ascribed for this is that the constant beating the shoes have received under the feet of horses has given them a peculiar temper absolutely unobtainable in any other way, and that tools made from them are superior to all others.

Demand for Enameled Ware

There is a steadily increasing demand for American enameled ware in China. These goods include not only all the usual cooking utensils, but wash basins and wash sets, commodes and stoves, the latter being for use with kerosene oil and being sold complete with a tea kettle which exactly fits the stove. Wash basins, in a pink or blue mottled pattern, can now be seen in almost all the better class houses in the open ports of China, and they are gradually making their way into the interior.

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ENCOURAGING NEWS FROM THE TRADE

BUSINESS FOR EVERYBODY

Hardware Jobbers Having Completed Their Inventories Are Feeling Good—Conservatism Should be Joined to Pluck and a Faith in the Soundness of the Country—An Early Return of Activity Looked for, as All Classes Have Money to Spend—The Banks Are Getting More Sound Sense—The Spring Movement Has Commenced and Merchants Are Buying Goods.

The hardware jobbing houses that place themselves on record in the communications that follow, may be regarded as fully representative of their branch of the trade. Their conclusions may be assumed as those of jobbers generally. It will, therefore, be taken as a hopeful sign that so many of them unite in the opinion that business affairs have already brightened up, and that 1908 is to do a good business; and a good business, one above the average, does not need to be as large as that of 1907. The top-notch of output and consumption must not be taken as a standard when one is looking for averages.

The dominant tone is one of hopefulness, while the advice of those who are willing to advise, is in the direction of conservatism. Taken all in all, one finds the trade to-day in a much more pleasant frame of mind than would have been thought possible a couple of months ago.

Greensboro Advises Chinese Methods

By C. H. IRELAND,
Odell Hardware Co.

The buds of promise are beginning to put forth a little green in the wake of the recent financial cyclone which passed over the country, but it is not enough to be observed at any distance.

The fact is, I think, the desire is father to the thought and possibly there is not as much in reality as we would hope it to be; still we are hoping and praying for the things to change. Trade is stagnant at the present time, but everybody is talking hopeful, and that of itself is a great improvement over what it has been. There is no reason for this condition to prevail in this country, as more of our people are in a more prosperous condition to-day than they have ever been.

Talking with some of our bankers, I find there is a disposition on the part of some of the savings bank people to return their deposits which they drew out during the panic, and gradually some of it is coming back into the banks again. There is no scramble, however, over their getting it back like it was in getting it out, and up to the present there has been an entire absence of a call of the police force of the city to send men there to keep order while the depositors scramble for the privilege of putting money back into the bank.

The farmers are on top now, however, and they are the capitalists and the financiers of this country, and they have the longest socks and the strongest jeans of any folks in the world, and when they don't have to, they just don't, consequently they move with the season, and as the spring season has not come yet, there is not much livelihood in trade.

But, after all, is it to be wondered at that men have lost confidence? Only a few days ago a farmer appeared at my desk to ask me about a policy which I own in an insurance company, and on quizzing him I found out he had one himself; that he had paid on it for seventeen years, and had three more payments to make; had done this as a progressive farmer trying to provide for the comforts of his family when he should have passed away; taking his chickens and hay money and putting it into securities that he thought were unquestionable in behalf of the people, and then find out here at the close of the year that a lot of these long-necked, loose-jointed, low-down, flop-eared hounds and scoundrels had been speculating with the resources of that life insurance company and all that he had put into it for seventeen years of his hard earned money was in jeopardy.

Do you wonder that people have lost faith? I would like to see some insurance agent go out and tackle that fellow on taking more insurance. What he would get would be a plenty!

No, sir, we have got to come back to the old original principle and put a bigger premium on honesty than we do on brass and gall and cheek, and when it ever gets to the point where the American people are willing to investigate how a man gets his money and turn the cold shoulder when he gets it improperly, and cease to take him to the bosom of society simply because he happens to have the shekels, then

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you will see prosperity get on a firm basis.

But until that is done, you may expect the returns of this kind of things, and yet the sun shines, thank God, and the world moves on apace and is getting better all the time, but if there was one custom that this nation needs to learn from China it is this: It is said that when a man trifles with sacred funds like life insurance and bank resources—in other words, other people's money—that they have a way of testing the tensile strength of his neck, and if the rope factories of this country would sell to the government a lot of good Manila rope and would stretch the neck of some of these infamous scoundrels that are stealing not only the money but the confidence of the people, things would change in a short while.

I am for Chinese methods with regard to these high financiers!

Why St. Louis Is Cheerful

By S. NORVELL,

Norvell-Shapleigh Hardware Co.

Are we feeling better than we did a month ago, and if so, how much better and why?

We do feel better, and a whole lot better, than we did thirty days ago. Here are some of the numerous reasons why we feel better:

Since the first of the year the financial clouds have been rapidly clearing away.

Our banks are again paying currency for payrolls and on all usual and ordinary demands.

The retail trade are again buying goods. Orders are numerous and of good size. The past week we received several handsome new stock orders.

Collections are better, and even some of the southern states, where conditions have been very bad, show signs of being convalescent.

Throughout the financial flurry we have been able, without an exception, to continue our policy of discounting all bills.

While of course we have pushed collections, we have not found it necessary to put any of our customers to serious inconvenience. When they could not pay all they owed us, we were in position to take a part and to extend them on the balance. We have not forced a single customer to failure.

We have let out only inefficient employes and have been able to maintain our house organization intact.

At the end of the year we did not have a single voluntary resignation from one of our large force of salesmen. We start into the new year with twenty-five more salesmen in the field than we had a year ago.

We are thankful the panic did not strike the country on July 1 instead of November 1. If it had to come, it came at the most convenient time.

We believed this financial flurry was coming. It was "in the air." It was expected. We had been prosperous too long. We believed nothing but a panic would cure the tendency to over-expansion.

For months we had been preparing for a reaction from such great activity. When it came we were not very much surprised, and therefore we were not as hard hit as we might have been. We did not think it would be as serious as the panic of '93, and so we did not get excited. We did not do radical things. We did not discharge house employes and salesmen right and left. We did not force collections. We kept cool, kept cheerful and kept "sawing wood." When any good salesman or other good Hardwareman came our way out of a job, if we could, we hired him.

Now that business is opening up very well, we feel our judgment has been proved to be good. The basis for our belief that this panic would not be as serious as previous ones was that the agricultural districts, by reason of good crops and high prices, were all in good shape. In other words, we felt, and have said from the beginning that the country districts were all right.

We know our friends in Wall Street are still being "adjusted." We are sorry for them. We believe, however, in a few months they will be all right, too. If we had money to spare we would buy stocks as we believe the New York market is a bargain table.

We start the New York thankful for blessings that have been bestowed in the past, and with a feeling of hopefulness for the future.

Philadelphia Pushing Vigorously

By J. S. BONBRIGHT,

Supplee Hardware Co.

As to present conditions and the prospects for an early change for the better, would say that things are not so bad after all. We have gotten so in the habit of soaring, and seeing each year outdo the one before it, that we have regarded such conditions as normal, and have forgotten that all past experience proves that trade conditions do not run in a straight line, but follow a course which resembles a row of mountain peaks. The general direction is upward, but it is only normal to have occasional drops. We are impressed with the feeling that when the sap starts, and grass begins to grow, and vegetation comes out of its winter rest, the country's business will respond in kind, and despite the traditionary menace of the presidential election, 1908 will equal, if not exceed, the average of the past few years.

Locally the prospect for the employment of labor was never better. The city is pushing vigorously the first section of its new boulevard system, which ultimately is to connect the forty-four parks scattered over our one hundred and twenty-nine miles of area. The first section of about six thousand feet will

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involve an outlay of more than ten million dollars. The further extension and probable completion of the Market street subway, and the commencement of work on the elevation of the Reading railroad tracks, involving an outlay of over twelve millions, will employ tens of thousands of men, and put in circulation vast sums of money.

Private building interests are also looking forward to a very active season, so that we feel no disposition to take anything but a cheerful outlook on the approaching spring and summer.

Sage Advice from Cleveland

By C. B. LOCKWOOD,
Lockwood-Taylor Hardware Co.

We have been spoiled for anything slow in business. It "jars" to have a radical change after such prosperity, and takes time for adjustment. Trade would not be bad, only for comparison for the last two years, but that makes normal business seem dull. Expenses have largely increased and the responsibility of officers to protect the capital of the firms they serve imposes the duty of cutting down expenses.

It is a pleasure to advance wages, and induced by prosperity, this has been indulged in until the average expense is much above normal. Cutting wages is the last means in reducing expenses, and it is hoped this can be avoided, but unless things change in the first quarter, readjustments will be necessary. It is much pleasure to be optimistic, but the facts do not encourage that, save on a broad outlook of faith in the universe. Gratitude is sure to fail if it depends upon particular incidents. The things we do not like are as likely to prove a benefit as those that we do like. There is pleasure in feeling that greater good may result from our ills, and a careful observer inclined to philosophize finds reason for thinking that panics are sometimes beneficent.

It is quite likely that conservatism in buying by jobbers and retailers will result in inconvenience to consumers. The radical decline in purchasing by jobbers has seriously affected manufacturers, and the fairly good buying by retailers has reduced the stock in the hands of jobbers, so they will be compelled to purchase freely for the spring trade. The manufacturer is short of goods and will have difficulty in furnishing them. For the retailer to be short of goods when they are wanted, means not only a loss of immediate profit, but also a loss of standing by failing to accommodate his customers, and this is an important means of building up trade. Retailers who fail to order early for their spring trade are more than likely to have trouble in getting goods in time to meet the demand.

The consumer has been least affected by the panic, and he will go along as usual in preparing for crops. If the home store is not in condition to furnish goods, he must get them elsewhere. The merchant who thinks that everything is to stop will lose most. The panic began at the top and before it reached the bottom it had subsided. Heavy purchases are not necessary, but to keep stock well assorted is wise. Some declines may be anticipated but they are quite sure not to occur after February 1st, and advances are quite as likely to occur after that date, as there will be no overstock to demoralize prices.

Rochester Has Not Suffered

By MATHEWS & BOUCHER,

We see no reason to be discouraged regarding the present business situation.

We recognize, however, that there is less business being done by all classes of merchants and traders as well as factories, although the city of Rochester has probably suffered as little in this direction as any other part of the country. We see no reason why there need be any long-continued serious depression, but we look for a conservative year with slightly decreased sales and perhaps some lower values.

However, the underlying conditions all seem to be good, and after a certain period of rest and recuperation we believe the business interests of the country will resume their former activities, but we hope under a little more conservative conditions. Collections from the country trade are reasonably good, and our own farming territory has, we think, prospered this past season, although there may have been some little difficulty of turning their products into cash, but these conditions will no doubt improve later and we feel that the local demand for goods in the State of New York will be fairly active when the season opens.

Improving in Pittsburg

By A. J. BIHLER,
James C. Lindsay Hardware Co.

We are very glad to say that the business conditions locally are improving right along. We look for a very good spring business; in fact, we will be disappointed if the volume for the first six months of this year does not show a total which will be satisfactory; possibly not as large as for the same period of 1907, but still it will be a satisfactory and healthy business.

Atchison Suggests Conservatism

By A. J. HARWI,
A. J. Harwi Hardware Co.

The financial flurry is about over with us, and our banks are paying currency. Clearing house scrip that was issued so uniformly during the panic is being withdrawn from circulation as rapidly as possible, and the long nightmare is about over. Trade is assuming its normal proportions, but it will not be as good as it was a year ago. Everybody seems to have tried to learn a lesson

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from the panic, and buying is much more conservative than it has been. Credits are more closely watched. The panic lasted long enough to develop the weak spots in mercantile and manufacturing concerns that had overstrained their credit. If the many concerns that have done more business than their capital and credit justified, have learned a lesson from this panic, then it has not been in vain. Hundreds of firms were rapidly getting to the place where it became dangerous. The inevitable result of the long era of prosperity is the overusing of credit. So many business managers are unable to curb the inevitable desire to increase business unduly.

The agriculture prospects are good throughout this whole section. The winter has been remarkably mild, and live stock has flourished on a minimum amount of feed. The wheat crop looks splendid for this time of the year, and there is nothing in sight to warrant us in feeling anything but optimistic, except this one fact above mentioned, that people are buying on a much more conservative order than they did six months ago.

Plenty of Money in Utica

By H. C. WINCHENBACH,
David S. Foster, Sons & Co.

Conditions of trade are improving daily. Orders are now coming in freely and salesmen report a favorable outlook. Collections have been excellent; money coming in very freely, which leads us to believe that the merchants in the surrounding country are in a good financial condition, and, undoubtedly, there will be a large volume of business for the spring.

In fact, in this section, the money stringency has hardly been felt; as there have been very few failures, and hardly any among the smaller dealers.

This we consider a particular blessing, and we have a feeling of great hopefulness regarding the future.

A Good Spring in St. Joseph

By J. A. WARNER,
Wyeth Hardware & Mfg. Co.

Unquestionably there is a better feeling throughout the west. The return of the banks to a cash basis has helped to bring this about. We believe that we are going to have a fair spring business. Perhaps hardly up to the record of the past two years, but still of sufficient volume to keep us well employed.

Grand Rapids Feels Better

By J. J. RUTKA,
Clark-Rutka-Weaver Co.

Yes, we are feeling much better than we did a month ago; a good deal better. While business is still exceedingly quiet, and the effects of the scare are still with the people to a considerable extent, yet the improvement is marked.

Money is beginning to flow a little more freely, but not anywhere near normal yet, although we think that within a very short time everything will be moving along very nicely.

We are blessed with good crops, and prices seem to be fair; in fact, full high on many farm products, and now that farmers are beginning to feel that the banks are again safe, they will feel more disposed to market their products and incidentally pay up their little bills to the retail dealer who in turn will be enabled to pay up his bills to the jobbers and manufacturers from whom he buys.

We also notice that a good feeling prevails among the buyers generally; that while they are very conservative and buy very lightly, that their orders are frequent and we think that within the next sixty days we will see a very good resumption of business.

It will be some time before business will be normal, of course. The sick man cannot get well in a minute, but he is in a fair way to recover speedily.

Chicago Predicts for 1908

By CHARLES H. CONOVER,
Hibbard, Spencer, Bartlett & Co.

In 1906 we stated: "There has never been a year when the volume of general Hardware business in Chicago has been as large as during 1906. The great difficulty during the year has been to get a sufficient stock of goods."

This can be repeated with even greater emphasis for the first ten months of 1907. Trade was extraordinary, and, notwithstanding the fact that the production of all manufacturers was greatly increased, there never was a time that the supply was adequate.

The slacking of business incident to the panic which occurred shortly after Nov. 1, and from which we have not entirely recovered, finds no accumulations of goods on hand with manufacturers, jobbers or retailers. On the contrary, we believe stocks are down to very low points.

As there is no question of the financial ability of the western country to purchase goods, and, as they certainly will need Hardware, as soon as anything like confidence is restored we look for a steady increase in business from the first of January and feel confident that there will be a large turnover in the year 1908.

In Western Pennsylvania

By A HARDWARE JOBBER.

You are correct in assuming that we are feeling considerably better than we did a month ago in a business way. Works have started around our city, and are again running almost full. The banks are in very good condition, and orders are plentiful. Our traveling force are all feeling very good over the prospects for the coming spring and year, and we share with them in the uplift and outlook.

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Crops have been good during the past year, prices have been somewhat highe. than usual, and wages everywhere have been good and work abundant, and we see no reason for being anything but hopeful for the coming year.

Normal in New Orleans

By B. F. ESHLEMAN,
Stauffer, Eshleman & Co.

Affairs are looking better here. We were never very pessimistic about the future and realized the fact that we must, at times, expect a little setback. We have had it, and are now trying to forget it. Business is improving almost every day, collections are really as good as usual at this season of the year. From present indications and surroundings we feel that our winter and spring trade will be about normal.

The Situation in Indianapolis

By THE VONNEGUT HARDWARE CO.

Orders are coming in more frequently, but no improvement is as yet noticeable in collections.

It is possible that it is still too close to the first of the year to draw correct conclusions, but we are inclined to believe from the present outlook that there will be early resumption of trade in the buying line, whereas the financial condition will lag longer.

Moreover, it is reasonable to look for some failures in the meanwhile among the list of chronically slow pay for want of sufficient capital.

While we are hopeful of greatly improved conditions in a general way, we do not expect to see as good trade as last year by possibly within twenty per cent.

Holding Back in Charlotte

By J. C. MCNEELY,
Charlotte Hardware Co.

We see no reason why conditions should not be very much better within the next few weeks. The bankers and the farmers are in better condition than they have ever been, and the only trouble we have had has come from the bankers holding their money and the farmers holding their cotton.

We can but feel, however, that the farmers will sell their cotton before a great while at a much better price than they got for it last season, and we see no reason why they should not spend some of their money with us. We also feel that the usual amount of building will be done in the coming months and that business will at least be as good as in former years.

Portland Prepared for the Future

By W. O. HAINES,
Failing, Haines & McCalman.

The contrast between the first of January one year ago and now is so distinct and marked as to give cause for a careful consideration of last year's business, and a thoughtful and conservative preparation for that of the present year.

While conditions at the present time show a decided improvement over those of the past sixty days, still there is a decided tendency to go slowly and carefully in all matters pertaining to business. In some sections of the country, we presume conditions are better than they are on the north Pacific Coast, where we are facing a very serious disturbance in the lumber business, which is one of our chief sources of revenue. Should the Interstate Commerce Commission uphold the contentions of the railroads and permit them to make an increase in the rates on lumber shipments from North Pacific Coast points eastward, our manufacturers in this line will find it necessary to entirely reorganize their business and to seek new markets. The only mills which are at present in a position to continue operations are those with the advantages of water transportation. What the action of the Interstate Commerce Commission will be cannot, of course, be definitely foretold, but we believe the associated lumber manufacturers have made a good case before the commission and there is quite a feeling of confidence that the railroads will be refused permission to make rates without first giving an opportunity to shippers to protest against them if they so desire, and in this particular case we feel that the commission will decide against the railroads and in favor of the lumber industry. Because of the uncertainty concerning these rates, such lines of business as pertain to the lumber industry are naturally not as active as they would otherwise be.

Our wheat crop is moving, although slowly, the bank holidays having greatly retarded the sale of wheat, and we are therefore just beginning to get the results of business which should have been transacted in October and November.

Of the three banks in Portland which closed their doors, we can report that one will resume business within a short time, having been closed purely by a run by its depositors, and not then until it had paid out forty-two per cent. of its deposits in cash. The other two failures, due to speculative methods and not to banking, are being reorganized, or assumed by parties well able to take upon themselves obligations of paying to the depositors dollar for dollar, and eventually will pay out in this manner, no depositor losing a single cent. This, of course, is a great factor in establishing confidence in business conditions here, and can only have favorable results.

We have just had a record month in the shipment of wheat, December being the best month ever known in the history of this port.

The jobbing business of Portland for the past year will foot up about $220,000,000, and while the year 1908 may be less than 1907 in some ways, yet we believe that the end of this

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year will show a gain over that of last year, due to the fact that the new railroad down the north bank of the Columbia River is now nearly completed, and will within a very few months turn its traffic into this city. In addition to this, we expect additions to our population through the movement of families from the east to the west, and the increased consumption will, we believe, offset the less activity which we may reasonably expect to result from the depression of the last few months.

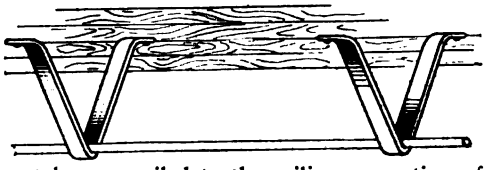
The last year has been a good one, and we can well afford to stand a lessening of activity in order to enable us to get our bearings and to prepare for future operations.

Hung from the Ceiling

Strauss & Smith, dealers in general Hardware at Saegertown, Pa., decided to add oilcloths and linoleum to their stock, having a good opportunity to take over the stock of a concern going out of business. When a place for the goods was being arranged for, a clerk remarked: "There does not seem to be any room on the floor."

"No," said Mr. Strauss, "but there is a lot of bare space up there on the ceiling."

He went into the tin shop and set a man to work. A number of V-shaped strips of



metal were nailed to the ceiling; a section of gas pipe was run from one to the other, the roll of oilcloth was hung on the pipe, and the job was done. A yard of the material was left hanging unrolled, so as to show the pattern of the goods, and advertise them to all comers at the same time.

Which illustrates the fact that ingenuity can be made effective even in small things.

Butting in With American Hardware

"Ten years ago," remarked one who has made a study of the export trade, "a well-known American Hardware manufacturer ordered his best salesman to go on a journey around the world, and find out what foreign market could be made for the firm's goods. Everywhere the agent went he found the stores were stocked with English and German goods, which were almost never better in quality or cheaper in price than the American make. When he got to India he found that an English maker of Hardware had complete monopoly of the trade, and felt so secure in his position that he increased prices at will, because his goods were so well established that every dealer felt obliged to handle them.

"The representative of the American firm showed his samples, proved that they were as good as the English articles, the prices were lower and that the American manufacturer would be fair with the dealer as to terms and conditions.

"It took some time to break down the prejudice against American goods, but in ten years American Hardware has been put on sale in practically every native shop and bazaar in all the Indian cities, having practically ousted the English make."

The Scales Did Not Arrive

When America is more dependent on export trade than she has been in the past few years, incidents like the following will not happen. It is related by a Mexican correspondent of the national department of commerce: "A Mexican house was solicited to act as agent for a scale manufacturing firm in the United States. The agency was undertaken and one carload of scales ordered to be shipped in sixty days, which time passed with a request for ninety days. Six months went by without the shipment being made, and at the end of eight months the order was canceled. Ninety days were required for correspondence and agency arrangements and filling of the order with other scale manufacturers. As a result the house was without scales in stock for nearly a year."

Twenty-Five Years of Hardware

The members of the Hardware house of James Morton & Son, Omaha, Neb., recently celebrated the twenty-fifth anniversary of the day the firm started in business in a small way, near Fifteenth and Douglas streets.

Charles W. Morton left the employ of the purchasing department of the Burlington twenty-five years ago to start the Hardware business with his father. The firm grew fast and prospered until instead of the two members of the firm being able to do the business as in the start, a large force of men is employed, and instead of the city of Omaha for its market the firm ships all over the western territory. It was a coincidence that on the twenty-fifth anniversary the firm should be sending a large consignment of ice tools to the Pacific coast.

The Hardwaremen Oppose

At a meeting of Boston Associated Board of Trade held several evenings since, a letter was read from the National Hardware Association, saying that it is unalterably opposed to the proposed extension of the Parcels Post. A discussion followed. "We should go on record as a body of business men and merchants," said A. H. Decatur, of the New England Iron & Hardware Association. "Those who urge the parcels post would take the bread out of the mouth of those upon whom we depend." He urged that the measure is chiefly desired by the big catalogue houses.

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KEEPING THE MACHINERY ACCOUNT

A matter of no small moment in connection with the running of a Hardware or other factory, is that of the depreciation in value of the machinery, and the keeping of an intelligent account of the same. The methods prevailing in several factories are explained below:

The Methods of One Factory

By H. C. Atkins,
President E. C. Atkins & Co.

Referring to methods of machinery inventory and cost keeping in connection therewith:

We have never made a practice of keeping accurate costs in our machinery department in this respect. When we have purchased or built machinery for our factory we have included it in the general ledger account of machinery, tools and fixtures where we have all the machinery, charging the bills to this account. In cases where we have built the machinery in the factory it has been the custom to keep the cost in this building by regular order number and at the end of the year to transfer from the labor account all labor cost included in such machinery manufacture.

We have been accustomed to rate off each year a certain percentage from our machinery, tools and fixtures' account to take care of the depreciation and to keep down this item. In rating off for depreciation in our yearly statement we have not done so with the idea of holding the machinery, tools and fixtures account on an accurate basis.

The repairs to our machinery, which are made during the year, are kept accurate account of in our machine department, but no account is taken of this repair item as affecting machinery, tools and fixtures inventory. It is our calculation to keep the machines in good repair and practically as good as new for all ordinary purposes of our business.

In addition to the general rate off which we have been accustomed to make at the end of each year, we also deduct such items in our machinery, tools and fixtures account as have been discredited during the year from the fact that they have become obsolete or because they are worn out.

As to the cost of belting of machinery, furnishing countershafting, etc., we have never taken the cost of belting and such materials into our machinery, tools and fixtures account at all; it has all gone into general operating expense, as also the cost of new dies and punches made in the shop, and all small tools of whatsoever nature that we have manufactured here.

You will, therefore, see that our methods are exceedingly crude in taking care of these items. We know absolutely each month and each year the amount of money that is put into these items of machinery, tools and fixtures and also into the operating expense end of the proposition, but it has been our custom to absorb the greater part of this expense as an operating expense and let it come out of the profit of the business each year rather than to build up a tremendous inventory account of this item.

Charges of Each Year

Coldwell Lawn Mower Co., Newburg, N. Y.: Relative to inventory, depreciation, etc., on factory machinery, we have never adopted any special system regarding this. Our permanent machinery as purchased is charged to that account, the balance of the account remaining on our books as an asset. When tools wear out or become unsatisfactory, so that it is necessary to replace them with others to do the same work, this new purchase is charged to shop expenses. As to tools on hand and remaining in use, we charge off against the machinery account at the time of taking our yearly inventory a sufficient percentage to allow for depreciation on account of wear. This is not, however, a fixed percentage, averaging about ten per cent. per annum upon the gross cost of the machinery.

Charge Ten Per Cent.

Cronk & Carrier Mfg. Co., Elmira, N. Y.: In regard to our method of keeping track of percentage on machinery, etc., would say we have for years adopted a method of charging off five per cent. each year. We also aim to keep our machinery in good repair and we find this amount is sufficient to cover depreciation in value of our machines. In addition to this, to be more sure of our inventory on machinery, we employed an appraisal company to appraise our plant, and this satisfied us that we were not fooling ourselves any on the value of our machinery, as they made the value higher than we did.

Charge Ten Per Cent.

Miller Bros. Cutlery Co., Meriden, Conn.: Relative to our method of inventorying and figuring depreciation on machinery and tools, it has been the policy of this company during recent years to charge off annually not less than ten per cent. on our machinery account for depreciation. So far as tools and dies are concerned, these do not appear in our inventory at all as assets. We simply maintain a memorandum inventory, but, as stated above, they are not in any way included as assets on our books.

Peru does not need much in the way of the comforts of modern civilization, but among those she is asking for are hammocks, cheap iron bedsteads, and a cheap grade of cutlery; also corrugated iron roofing. There is also a small demand for lamps.

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He Looked for a Fire Escape

"I would like to ask you," said a man whose family had gone away on a vacation, "why some genius does not invent a compact, reliable and easily-handled portable fire escape —one that can be packed in the bottom of a trunk and kept handy for use in case of a fire in some hotel where permanent escapes are not provided?"

"There are a number of such inventions," responded the Hardwareman. "I am surprised you have not heard of them."

"Well, I am not the only person who is ignorant on that score," said the first speaker. "You can charge the same ignorance up to more than one Hardwareman. I left my family in a hotel near Cleveland the other day. As they were on the third floor, with only one stairway available, I felt uneasy. I went into three of the largest Hardware stores of Cleveland, and not one of them kept anything of the sort. One clerk offered to give me the address of a factory where such escapes are made, but it was too far away to be available. As a result, I was compelled to buy a long rope, a coil of stovepipe wire, a wire cutter and a bed cord, and by aid of a planing mill that ripped out a dozen hardwood rungs for me I managed to put together an affair that was clumsy enough, but filled the bill.

"I would advise the makers of portable escapes to do a little vigorous drumming among the retail Hardware stores."

The "Old Man" Forgets One Thing

"The old man," remarked the head clerk of a retail Hardware store, "is sometimes unjust in a way he does not intend to be.

"He is away from the store more or less on outside business, or for short vacations, and thus escapes the daily, plodding grind of sticking to one line of work all the time. He will be gone for three or four days, fishing, golfing, or looking at the scenery, and will come back full of snap, energy, new ideas and responsiveness to all demands.

"I do not object to that. It is a good thing for the house that he can do so. But it does not seem just fair that he should expect us all to be as fresh and breezy as he is. While he has had the change and rest, we have been pulling along in the ruts of daily toil, and are apt to be a little jaded. I am convinced that he overlooks that fact and does not remember that we have not been with him at his golfing, fishing, or his tramping about amid the fine outdoor scenery."

Need American Tools

It is stated with emphasis by an observing American who is on the ground, that if there is one line of American products which is needed more than any other in Brazil, it is that of modern appliances for tilling the soil. This fact is recognized by the government of Brazil and the government of every state of Brazil, as may be seen in the invitation of the federal government to American implement makers to display their goods in the Brazilian national exposition, which is to be inaugurated next May—an invitation extended to no other nation for any of its products—and by the favorable tariff rates for such goods. Agricultural implements are admitted free of duty theoretically in Brazil when imported by agricultural societies or planters for their own use, and the tariff on such machinery is low in any case.

The governors of practically every state in Brazil in their annual messages the past year have spoken of the need of modern methods of agriculture and modern agricultural machinery. American implements and machinery are especially favored because the people in Brazil rightly believe that conditions in the United States are more nearly like those in Brazil than the conditions in any other country.

Beauty in Hardware Decorations

"Hardware has immense decorative possibilities and I notice that the local home builders are coming to a realization of this," said an Omaha Hardware dealer. "We have had several orders from young home builders lately for some of our finest Hardware in the way of door handles, fancy hinges, window fixtures and so on. Formerly when people built houses they usually considered the selection of the Hardware a minor matter, merely a small incident. Now young couples, I notice, come together to the store and study and deliberate and carry home catalogues to look over the different designs. They strive to select the Hardware for the different parts of the house with as much care for harmony with surroundings as they take in selecting carpets or wall paper. It is a good idea and results in beautifying the house to a remarkable degree. There are a great many designs made now in fine Hardware and they are for sale in some very artistic patterns."

No Shelf-Hardware Jobbers

The statement comes from Spain that there is not one jobber in the shelf Hardware line in Madrid. Hardware dealers in the Spanish capital carry machinery of different sorts, plumbing supplies, heaters, stoves and agricultural tools. They all tell the same story, that they draw their stock from European factories, and from Hamburg and London commission merchants.

Use American Stoves

American stoves and ranges seem to be gradually making their way into Mexico. To reach the buying power of the masses, a great deal depends on the lowness of price. The exports of American stoves and ranges and their parts into Mexico in the fiscal year 1907 amounted to $114,590.

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SYSTEMS FOR RECORDING THE MANUFACTURING COST

SOME PRACTICAL DEMONSTRATIONS

The Plans Pursued in Several Large Hardware Manufacturing Concerns—Such close and Routine Watchfulness That Nothing Is Left to Guess Work—Blanks and Forms That Grew Out of Long Experience and Many Experiments—The Results Are That the Cost of Each Article Made Is Known as Soon as It Is Completed.

In the systems of keeping track of the cost of production in several leading hardware factories, as shown with considerable fullness below, there does not seem much room for guess work or the straying away of any item that should be charged against the finished article when it is packed for the market. It is not by guesswork, either, that these methods of record have come into existence. They are the result of evolution, experiment, watchfulness, and comparison, on the part of men and concerns long connected with the hardware business. A study of the same cannot fail to be of practical interest and benefit to such other factories as have not as yet reduced their plans of keeping account of costs to a practical working basis.

A Satisfactory Cost System

By DAVID H. GOODELL,
Goodell Co., Antrim, N. H.

We send herewith samples of the various blanks we are using in the cost system, in our cutlery department, and in explanation will say that we manufacture nearly 1,500 different styles of a fairly standard nature, and we endeavor to keep a certain amount in stock all the time. We have set a definite limit to represent the amount of stock of each article which we desire to carry.

FIG. 1.

BLADE TICKET.

Goods No._____ No. Wanted_____ Lot No._____

Description_____

Material Used_____ Material Cost_____

OPERATION	No. Done	Worker's No.	Rate	Total
Cutting up				
Cutting Blanks				
Cutting Tines				
Bending Tines				
Cutting Tips				
Forging Blade				
Forging Tang				
Dropping Bolster 1st				
Drawing Blade				
Plating Blade				
Trimming Flash				
Trimming Blade				
Dropping Bolster 2d				
Stamping				
Hammering Blade				
Str. Tang-Milling Bolster				
Hammering Tang				
Punching				
Hardening				
Milling				
Tempering				
Grinding-Necking				
Grinding Blade				
Grinding Swage				

Total Cost and Cost per Dozen_____

No. Received_____ Signed_____

FIG. 2.

A 2.

HANDLE TICKET.

Goods No._____ No. Wanted_____ Lot No._____

Description_____

Material Used_____ Material Cost_____

OPERATION	No. Done	Worker's No.	Rate	Total
Cost of Blocks				
Sizing				
Turning				
Rounding				
Bolstering-1				
Bolstering-2				
Boring				
Slotting				
Sawing				
Planing				
Scoring				
Sorting-1				
Sorting-2				
Clipping				
Capping				
Boring Shank Hole				
" Pin "				
Cleaning				
Ornamenting 1				
Ornamenting 2				

Total Cost and Cost per Dozen_____

No Received_____ Signed_____

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FIG. 3.

B. 11.

CUTLERY DEP'T—Stock Finishing—FORKS.

Goods No._____ No. Wanted_____ Lot No._____

Description_____

Material Used_____ Material Cost_____

OPERATION	No. Done	Worker's No.	Rate	Total
Blade Cost				
Handle Cost				
Butting				
Japanning				
Straightening Tines				
Drilling				
Sides 1st				
Inspecting Sides 1st				
Finishing Forks				
Grind. Bolster and Rims				
Inspecting Forks				
Finishing Bolsters				
Finishing Handle				
Finishing Handle Fin				
Spotting				
Cutting Tang				
Finishing Tang				
Stock Room				

Total Cost and Cost per Dozen_____

No. Received_____ Signed_____

FIG. 4.

B. 1.

CUTLERY DEP'T—Scaletangs and Solids—KNIVES

Goods No._____ No. Wanted_____ Lot No._____

Description_____

Material Used_____ Material Cost_____

OPERATION	No. Done	Worker's No.	Rate	Total
Blade Cost				
Handle Cost				
Metal				
Rivets				
Boxes				
Sticking				
Knock-off				
Seconds				
Casting				
Picking Metal 1st				
Necking				
Inspecting Handles				
Soldering				
Handle Finishing				
Metal Finishing				
Backing Blades				
Buffing Blades				
Buffing Swage				
Draw Buffing				
Edges				
Stamping				
Inspecting Blades				
Packing Room				
Seconds				

Total Cost and Cost per Dozen_____

No. Received_____ Signed_____

FIG. 5.

ESTIMATED COST

	LABOR	MATERIAL

REVERSE OF FIG. 5.

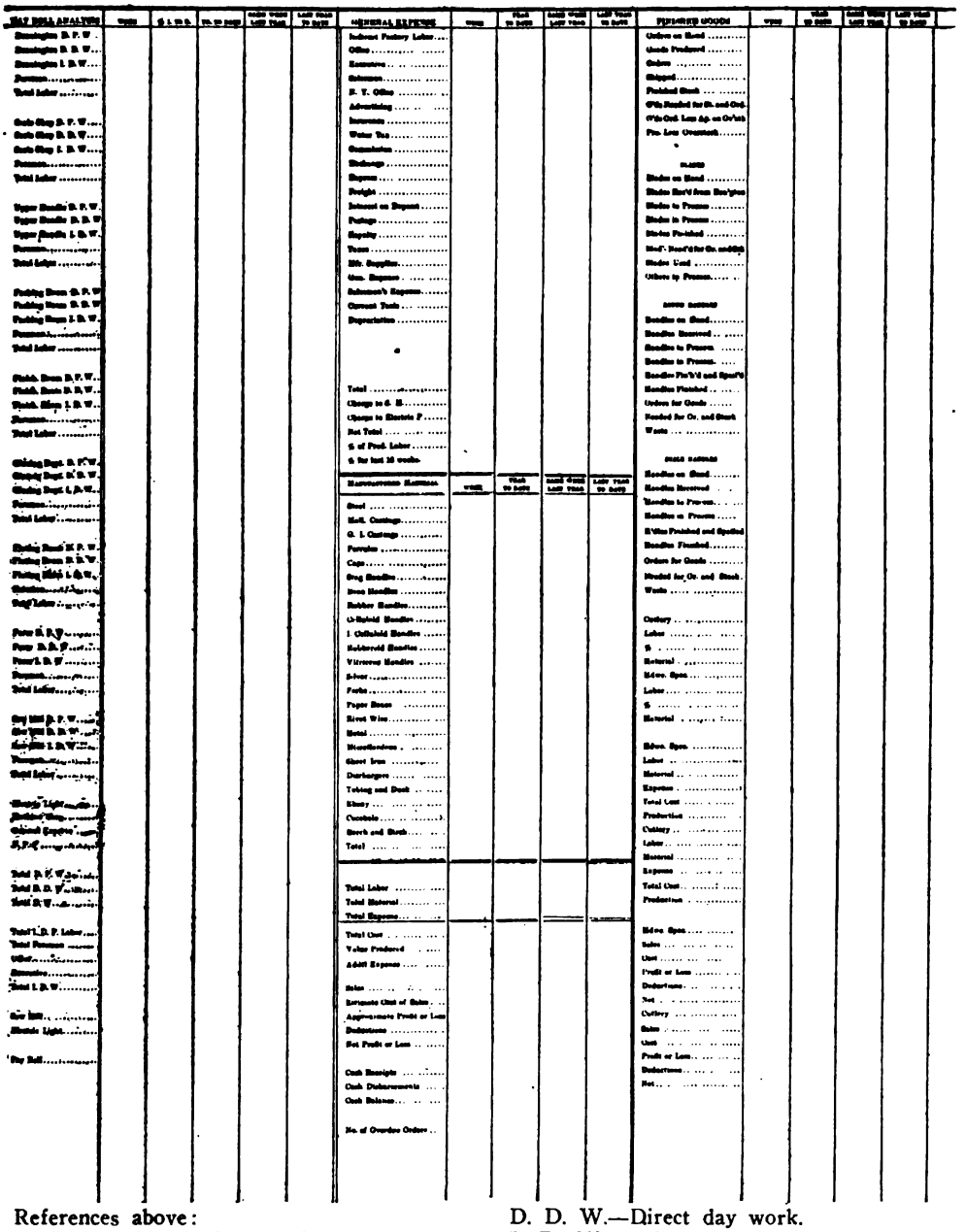
DATE	LOT NO.	NO. STARTED	NO FINISH'D	MATER'L COST	LABOR COST	GEN. EXPENSE	TOTAL COST	COST PER

We then operate a perpetual inventory of finished stock on hand, showing at all times the amount of goods necessary to manufacture to bring the stock on hand to the desired limit. This perpetual inventory is in the hands of the superintendent's clerk, and is the basis

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FIG. 6.

GOODELL COMPANY ... Weekly Report. Week Ending



References above:
D. P. W.—Direct piece work.
D. D. W.—Direct day work.
I. D. W.—Indirect work.

on which the superintendent lays out the production of the factory.

Back of the finished articles are the blades and handles, any one of which may go into several varieties of knife or fork. These are also handled by means of the perpetual inventory with definite limits and this inventory is also the basis on which the superintendent lays out the handle and blade production.

When the superintendent determines to manufacture blade, handle or finished article a definite order, as per exhibit 1, 2, 3, etc., depending on the style of goods, is made out and sent to the foreman of the department involved. All productive labor expended on this order is entered on this order sheet by the inspectors and timekeepers in the departments where the work is done. Material used is

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also entered on the orders by the stockkeepers, whose duty it is to issue the material. This order when completed is returned to the office, where it serves as the basis of making out the payroll for the productive laborers and is then figured, expense per cent. added and transferred to a card, as per exhibit 5. On this card appears a detailed estimate showing what the article which it represents should cost, while on the back the cost of each of the successive lots completed is entered in detail, thus enabling us to compare the cost of the various lots as they are completed with the lots previously completed and with the estimated cost of the article in question.

Expense per cent. is arrived at by means of an expense analysis showing weekly and in detail each expense incurred, the total of such expense being expressed as a percentage of the productive labor.

This expense analysis, together with an analysis of the payroll bringing out the direct day work, direct piece work and indirect day work in every department, is shown weekly on a sheet as per exhibit 6. On this sheet is also shown an analysis of the material used, of the sales for the week and a detailed statement of the articles finished, blade and handle stock and orders.

This sheet is the keynote of our whole system and is placed weekly in the hands of the president and other executives of the factory, and is used by them in directing the factory's operations in connection with the monthly trial balance of the raw material on hand, goods in process, finished stock on hand and profit to it on each of the different departments of our business.

We have been using the system about two years with quite satisfactory results, and it was installed for us by a firm of Boston specialists, who, we understand, have been retained in a consulting capacity by the committee on costs appointed by President Asbury, of the American Hardware Manufacturers' Association.

A SYSTEM THAT COVERS THE GROUND

Plan and Blanks Evolved by the Experience of a Leading Manufacturing Concern of Philadelphia.

By FAYETTE R. PLUMB, INC.

To give an explanation of a Cost System so that it will be perfectly clear and intelligible to the average layman is quite a difficult undertaking, as all lines of manufacture are so widely divergent that what applies to our business might not in its present form apply to any other without rearrangement. We feel, however, that the system we have is so elastic that it can be modified to meet existing conditions in any factory. We will endeavor to present the system and its accompanying forms to the readers as concisely and plainly as possible from the standpoint of actual experience.

The prime object of any cost system is to give actual figures on the cost of any article, covering both material and direct labor, and then adding the proper proportion of all indirect labor and expenses.

To obtain this result without too much detail is one of the first principles of any system, as red tape in this, as in any other project, not only impedes and clogs, but eventually kills the object to be attained.

The ways of arriving at costs are so many and varied that it is hard to decide on the right one for any particular business, but the first object of any system is to obtain what we call Factory Cost, or cost of goods laid down in the warerooms. To this must be added the Administrative and Selling Expenses, which will finally give the total cost of the article, and should embrace everything either direct or indirect that enters into the expense of manufacturing or selling. Furthermore, a cost system to be reliable should give totals which will balance with the general books of account and should give the costs of everything every time it is made. Such costs are the only ones which show the often large percentage arising from mistakes which do not occur when a special lot of goods are run through the factory under the particular care of the superintendent and foremen because the "old man" wants a cost on them.

To obtain direct costs we issue a separate and distinct order number for each lot of tools that we start through the factory. This is shown on Form No. 1. We then open what we term an analysis sheet for this order, Form No. 2, and charge all material and direct labor to the order as it accumulates through the factory. This we obtain from material Delivered Cards, Form No. 3, and Labor Service Cards, Form No. 4.

All material must be obtained through the storeroom and the requisition which the storekeeper honors for material bears the order number and he charges to that number any items that he sends out to be used in manufacturing that particular lot of tools.

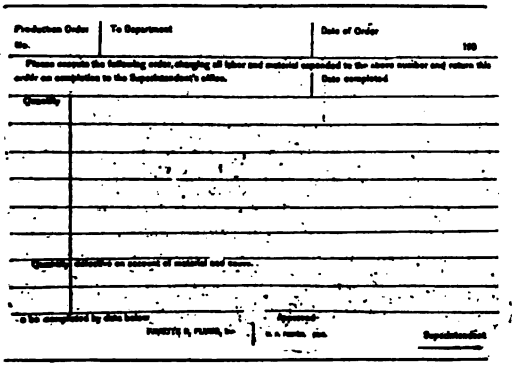
The Labor Service Cards, as will be noted, are printed so that the workman can check off the operation he is working on, and at the same time notes the time consumed on the bottom of the card. There is a different form of card for each department. If he works on five different orders during the day he turns

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in five cards. This is done to facilitate the arrangements of the cards for posting to the analysis sheets.

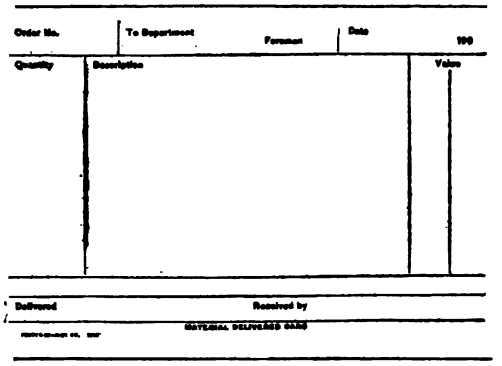
We charge on the analysis sheets all operations, so that each serves as a check on the other in regard to quantity and also affords invaluable data for future reference. When the order is completed the Factory Department turns over the original order which was issued (see Form No. 3), and the reverse side of the order, Form No. 5, is ruled so all the data can be assembled, and when finished, filed away, thus giving the original order, together with all the data and final factory cost.

FORM 1.



We must also obtain an accurate account of all expense material that enters into the making of the goods, such as paint, varnish, labels, etc., and all indirect expense, such as grindstones, emery wheels, repairs of all descriptions, power, heat, light, steam, coal for fuel, paper, etc. We arrive at these results each month by obtaining from the storekeeper all Material Delivered Cards issued for expense material or all indirect expense as enumerated above.

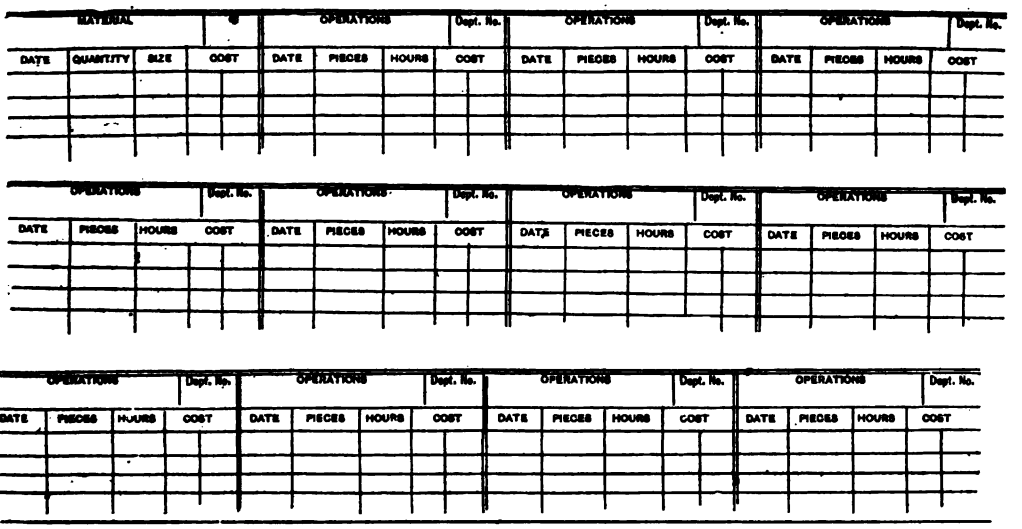
FORM 3.



To guard this closely no material is given out by the storekeeper without a requisition, Form No. 3, signed by the foreman of the Department requiring same.

FORM 2.

COST ANALYSIS SHEET.



This in brief is our system of obtaining Costs on Material and Direct Labor, but before making up this cost we must add the percentage of indirect cost or factory expense to the direct or productive labor. To obtain this necessitates taking care of all labor that does not enter into the actual manufacture of the article, such as trucking, sweeping, teaming, foremen and the many items of unclassified labor that every factory has on the payroll.

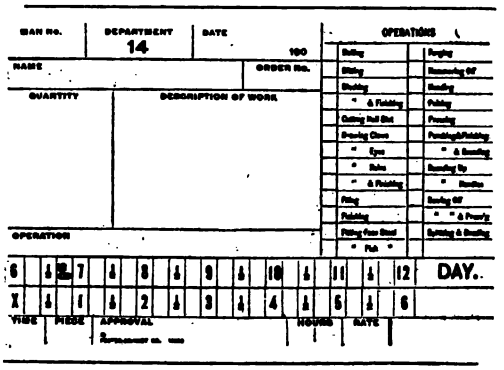
To facilitate charging these in bulk we eliminate the names of the articles on our charges and give them all an arbitrary number, thus: grindstones would be referred to as No. 50, fuel as No. 60, and so on. In time these numbers become perfectly familiar to all concerned and this obviates writing the name of the article every time you are forced to charge it.

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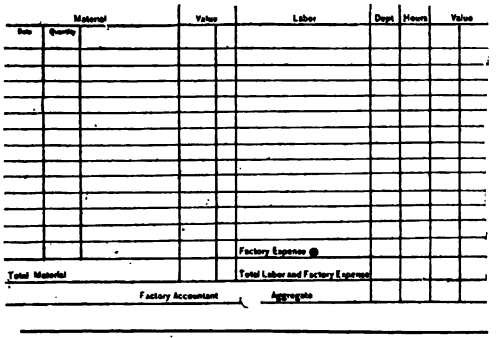
By taking the Material Expense Charges, which are reported in detail, we obtain the amount of any given article used during the month, which serves as a basis of comparison for future months and is invaluable data.

The total of the charges gives us the Factory Expense Material for the month. We must add to this the Factory Expense Labor, which is obtained by having all labor service cards for unproductive or expense labor turned in on a special color slip, Form No. 6. These are charged in detail exactly the same

FORM 4.



FORM 5.



as Material Delivered Cards, and give us the same monthly comparison, as, for instance, we can tell by these reports the actual amount of money paid for labor on repairs to machinery, repairs to buildings, etc., for each month. The total of these cards represents the actual amount of money paid out through our payroll for expense or unproductive labor.

By taking the total amount of the payroll for the month and deducting the expense or Unproductive Labor, we obtain the amount of money expended for Productive Labor.

By adding the totals of our Material Expense Charges to our Expense or Unproductive Labor charges we obtain our combined factory expense charges for the month.

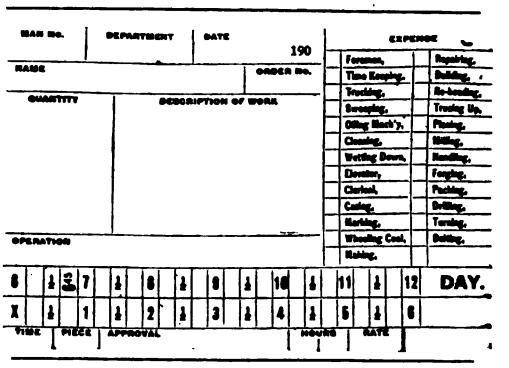
Dividing the amount of our Productive Labor for the month by the Combined Factory Expense Charges, we obtain the percentage that must be added to the Productive Labor of that month to obtain accurate costs.

We found by experience that it is not feasible to charge this Factory Expense ratio each month, as it complicates cost keeping. So by taking twelve months' percentage as a basis, we use the average of these and arbitrarily assume that the result is our expense ratio.

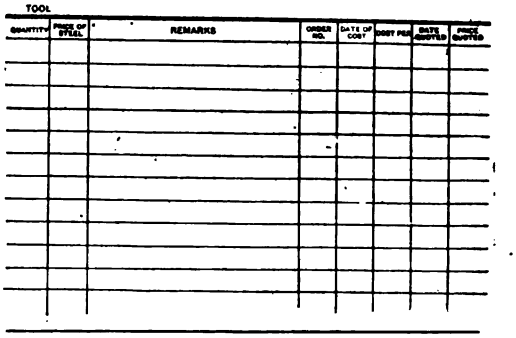
We then either charge or credit to our cost of shipment in bulk whatever difference exists through varying percentages for each different month.

It will readily be seen that by taking our Material Costs which have been charged to

FORM 6.



FORM 7.



the order from Material Delivery Cards, and by adding to the Production Labor Costs (which have been obtained from the Labor Service Cards), the ratio of expense they should bear, we obtain an aggregate cost of the article manufactured as far as the factory is concerned.

We then take the sales for the month and tabulate each invoice to the items it contains, so that at the end of the month we can tell exactly how many of each kind and size were shipped during that period.

Our Cost Department charges to each individual item the cost of same and then makes the extension. The totals of these extensions gives us the actual Factory Cost of our Monthly Sales. This is turned over to our Accounting Department, which adds to the total the Administrative and Selling Expenses.

Our Administrative and Selling Expenses include every expenditure which is not in-

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cluded in the Factory Costs, such as officers and clerks' salaries, insurance, taxes, interest, salesmen's salaries and expenses, advertising, stationery, postage, etc. The percentage which these bear each month to the total factory cost of our shipments is determined, and theoretically this percentage is added to the costs of the goods made that month. Practically, however, in order to avoid monthly variations in our costs we fix a percentage for a year from our preceding year's experience and charge or credit the difference between each month's expense and the determined percentage to loss and gain.

The final cost is entered on cards, Form No. 7, and turned over to the Sales Department. It will thus be seen that we are able to close our books and determine our profit or loss monthly, because every item of expenditure is charged against our costs and the total cost of the shipments for the month charged, while the amount of the sales is credited. Consequently, also we have a monthly inventory based on these costs, inasmuch as every item of expenditure, except the administrative and selling expenses are credited to the inventory and the costs of shipments charged.

The above is the merest skeleton outline of our system, in which we make no attempt to defend our basis for the distribution of expenses or to mention its correlative benefits.

COST SYSTEM AND FACTORY RECORDS

A Description of the Cost Record Plans Followed at the Factory of the Dover Manufacturing Company, Canal Dover, Ohio.

BY L. O. HAUG, Superintendent.

In these days of fierce competition, it has become imperative for all progressive manufacturing concerns to have efficient factory systems installed in their plants for the purpose of determining the cost of production accurately, together with the general office and selling expenses, in order to have a basis on which to figure the selling price of their products; otherwise they would be in the dark as to the actual cost, and possibly sell their products at a loss. It is not only important to know the total cost of the manufactured products, but also the cost of each operation. The old method of estimating factory costs and determining the selling prices on these costs is a thing of the past. Up-to-date manufacturing concerns must have systems which will give them accurate information each day or week, semi-monthly and monthly regarding the cost of their products, and reliable records of all product in process of manufacture, complete and ready for shipment; also of all material and supplies on hand.

With a proper stock record system, there will be less chance of overstocking supplies and tying up a lot of capital, and also preventing the possibility of running out of supplies and thus tying up the plant.

It is a clear case of the "survival of the fittest" in the business world.

The system installed in our factory is divided into three parts:

First—Perpetual inventory of material and general supplies;

Second—Perpetual inventory of goods part manufactured and goods completed;

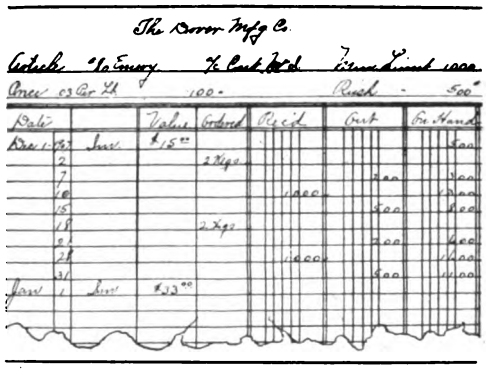
Third—Factory cost.

The system is of our own installation, it having been worked out to meet our requirements. Changes are sometimes made to meet new conditions where the records can be improved or work shortened.

The record of this system is a clear and concise statement of what the factory is producing each day and what it consumes in labor and material, as well as of its "burden" or fixed expenses. It enables us to determine the cost of our product, finished or in process of completion.

The comparison sheets show at a glance the rise and fall in the producing cost of each operation, of any article, in any and all departments, from the time the iron is melted until

FIG. 1.



the product is ready for shipment; the cause may be located and the defects of the department, whether in employment, reduction of output, or the purchase of stock and general supplies may be remedied.

The results obtained by the use of this system have enabled us to install inspectors in our departments without adding materially to the cost of production. It has aided us in cutting out many of the little leakages which before

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the installation of the system was left go unnoticed.

MATERIAL AND SUPPLY RECORD.

This record is kept by the stockroom keeper. All entries are made on cards specially designed for this purpose. (Fig. 1.) Each item is entered on a separate card. These cards are kept in a card cabinet and properly indexed.

All supplies ordered by the purchasing department are entered in "order" column. When supplies are received they are entered in "received" column. All supplies used each day are entered in "given out" column. "On hand" shows amount of supplies on hand at close of each day; on the upper right-hand corner we have the minimum limit and rush limit; on the upper left-hand corner the name of the article and price and in the center is designated whether bought on contract or not; also name of firm with whom contract is placed.

When supplies have reached the minimum limit, the stockroom keeper issues a carbon duplicate requisition on the purchasing department for the kind and quantity of supplies wanted. Should the supplies reach the "rush limit," the stockroom keeper issues a carbon duplicate "rush limit" requisition, giving number of order and date of minimum requisition. The duplicate requisitions show that the stockroom keeper has done his duty and it is then up to the purchasing department to do the rest. These duplicates are filed away for future reference.

The minimum and rush limits aid in keeping sufficient material and supplies on hand at all times.

No supplies are given out to any department without a requisition signed by the foreman of that department.

In order to eliminate any unnecessary running of the men to the stockroom for supplies, each foreman is provided with a small store-

FIG. 2.

THE DOVER MANUFACTURING CO.
CANAL DOVER, OHIO.

Form No. 2396
PAY ENDING NOV 15 1907 190

No. 9

NAME John Jones

DAY TURN.

DATE	MORNING IN	MORNING OUT	AFTERNOON IN	AFTERNOON OUT	EXTRA IN	EXTRA OUT	TOTAL
16	7 6 51			7 4 59			
1-17							
2-18	2 6 47			2 5 02			
3-19							
4-20	4 6 52			4 4 38			
5-21	5 6 53			5 4 25			
6-22	6 6 58			6 5 16			
7-23	7 6 58			7 5 09			
8-24	8 6 52			8 4 47			
9-25	9 6 53			9 4 31			
10-26							
11-27	11 6 56			11 5 01			
12-28	12 6 51			12 4 51			
13-29	13 6 53			14 5 03			
14-30	15 6 56			15 5 04			
15-31							

TOTAL TIME.....

RATE 15 6 56

TOTAL WAGES.....

FIG. 3.

Date Dec. 15-'07

Polisher's No 50

Checked by No 10

No. 59 Amount 300

Trucking 1 hr

Foundry Casting 2 "

Date Dec. 15-'07

Polisher's No. 50

Checked by No 10

No. 59 Amount 300

Trucking - 1 hr

Foundry Casting - 2 "

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room, where a quantity of general supplies are kept, from which he gives the men the supplies needed. Each foreman has a record sheet on which he enters all the supplies each man has received during the day. This sheet is handed to the stock clerk each evening, who in turn enters the same on a semi-monthly report sheet. This sheet is issued in duplicate; one sheet goes to the cost clerk and the other to the superintendent. From the records of this sheet the superintendent gets a perfect knowledge of how and where the supplies are used

FIG. 4.

Polishing Dept. Time Card

Employe's No. 50 Date Dec. 15-1907

Order No	No. Pc's	Description	Time	Price	Amount	
59	300		7	30	1	50
		Touching	1	15		15
		Laundry helping				
		to cost	2	15		30
					1	95

and also by comparing with former sheets can see if any of the workmen are needlessly wasting any of the supplies.

We have found that after having installed this supply checking system a good deal of supplies have been saved, as it makes each man use his supplies economically.

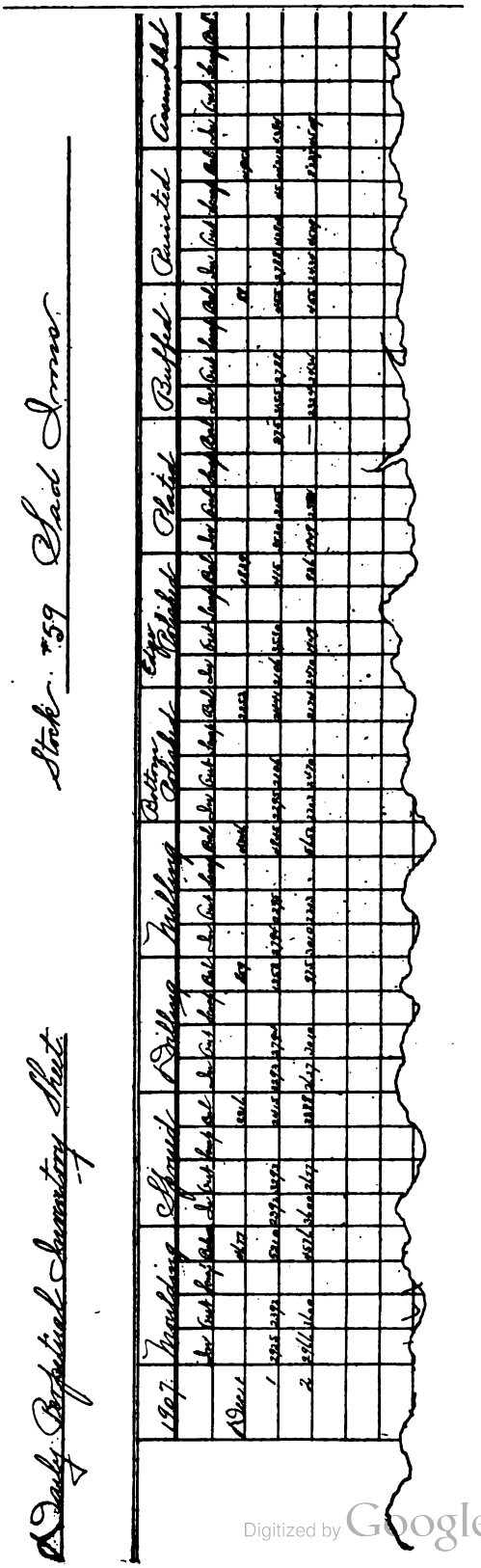
For inventory purposes we have the "value column" where the cost of the supplies on hand are entered. The cost of the supplies are figured once each month and handed to the inventory figuring department.

TIMEKEEPING, PERPETUAL INVENTORY AND INSPECTING SYSTEM.

We use the International time-recording clock. Each employe must ring in when starting to work and must ring out when leaving the factory. Each employe is given a number and a card (Fig. 2), on which the clock registers the time of starting to work and when he leaves the factory. This clock is in the timekeeper's office, through which all employes must pass.

Each department has an inspector who carefully inspects all work finished by each man and rejects all defective castings. When the workman has finished his batch of work, he places a check slip (Fig. 3) on his work, filling out the upper part of the slip, giving the date, workman's number, stock number and number pieces. This done, the inspector inspects and counts the work; if found correct enters his number on the upper end of slip, then fills in the lower half, handing back the lower half to the workman. The upper half is deposited by the inspector in a box in the timekeeper's of-

FIG. 5.



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fice. In the evening the workman fills out his time card (Fig. 4) as per check slips received from the inspector. On this time card he enters his number, date, stock number, number of pieces, kind of work performed, number of hours and price per hundred or per hour. If he has during the day performed any general labor in his department, or in any other department he enters this on his time card, giving kind of work, number of hours and name of department. This time card is deposited by the workman in a box at the timekeeper's office.

The timekeeper takes all these check slips and time cards and rechecks them, also checks with the time clock card; if found correct he enters each man's time on the time book, allowing one sheet for each man. Each man's time is itemized as per his time card, the dollars and cents being distributed to the various heads, viz., productive labor, non-productive general repairs and operative. This finished, the timekeeper hands all productive labor cards to the perpetual inventory clerk who enters on the perpetual inventory sheets the total of all irons in process of manufacture in each department. (Fig. 5.) These sheets give a complete record of all irons finished in the various stages in each department, from the moulding department to the packing department during each day. These sheets also show the number of irons on hand in each department the previous day, the number of irons received into the department, number of irons taken out of the department each day and the difference must be the balance on hand at the close of the day. If the records do not tally, it at once shows that an error has been made in the department. These errors are traced up by the clerk and inspectors in whose department the error is made. These records give us an effective check on all work in each department and prevent any possible chance of paying any man for work not performed.

All defective castings rejected in each department are checked out each day in scrap

FIG. 6.

Mfg. Cost Sheet The Dover Mfg. Co.

The Pay Roll Distribution Sheet

From ____ to ____ 190 Page No. 0

Overhead Indirect Expense		Productive Labor		Special Labor	
Expense Mill	29 19	Pro Labor	11681	Sharpening Etc	29 14
Board	21 78	Pro Non	11852	Cash Welding	13350
Expense Patents	10 91	Pro M.	16940	Total	19164
Drayage	15 87	Pro Rem	2322		
Express	18 81	Plating	13875	Non-Productive Percentage	
Coal	200 00	Pattern	7200	62313 = 35466 % M P Labor	
Telephone	5 87	Packing	11265	5150 = 2456 % Productive	
Water Rent	13 99	Repairs	10542	19164 = 6.88 % Total	
Depreciation	2500	Total	322102		
Licenses	5000				
Insurance	5404				
Accident	795				
Electric Light	22 50				
Oil & Grease	1815	M P Labor		Total Pay Roll	
Repair Material	16 22	M P Labor	11852	Pro Labor	322102
Total	51950	Repair	10542	Special Labor	19164
		Operative	21634	M P Labor	22313
		Total	62313	Total	363579

Figure 6.

A separate sheet is kept of all finished goods on hand. It is on the same principle as Fig. 5. This sheet shows the number of sets of irons on hand, number of irons assembled, number of irons shipped and the balance on hand at the close of the day.

The shipping clerk hands the perpetual inventory clerk a record sheet of all goods shipped during the day. After the perpetual inventory clerk has entered these records on his sheet he hands it to the billing clerk, who checks same up with the consignees' invoices.

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This prevents the possibility of any goods being shipped out without being billed.

By this system of perpetual inventory, monthly inventories can be taken of all part-manufactured and finished stock without resorting to the old method of taking stock, which usually had to be done on Sundays, and often in an unsatisfactory way. All this is dispensed with and a monthly statement of the concern can be issued in a remarkably short time and at no additional cost, as it is the duty of each record clerk to figure up the inventory from his records, handing the same to the inventory figuring department, which makes up the monthly statements.

obtained from the records in the general office.

The productive labor is used as a basis in figuring the cost of production.

All non-productive labor is figured on the total productive labor of each payroll. The payroll distribution sheet (Fig. 6) illustrates the method of distributing the payroll and how we arrive at the percentage of non-productive labor.

First—All labor performed direct on the manufactured product is charged to productive labor.

Second—All departmental labor, such as rough labor, trucking, inspecting, etc., is charged to non-productive labor general.

FIG. 7.

Mfg. Cost Sheet The Dover Mfg. Co.

Cupola Dept. Page No. 1

From —— to —— 190

	Labor	Pig Iron	Scrap Iron	Coke	Limestone	Supplies	R. Sand Cupola Brick	Fire Clay	Sand	Total Cost	Less Sales & O.G.	Net Cost	Labor Total	Total Cost
Figure 7.														

In case of a destructive fire, we are always in possession of records showing all goods and supplies on hand in any department which might have been destroyed. This affords a valuable help in adjusting fire losses.

COST SYSTEM.

Our cost sheets are arranged according to the rotation of the articles passing from one operation to another, through the different departments, from the foundry to the shipping department—ten departments in all.

The cost of production is figured semi-monthly, based on the payrolls.

The cost clerk obtains his data of all part-manufactured and finished product, and all productive and non-productive labor from the timekeeper's payroll book. The "burden," or fixed expenses, chargeable to the factory are

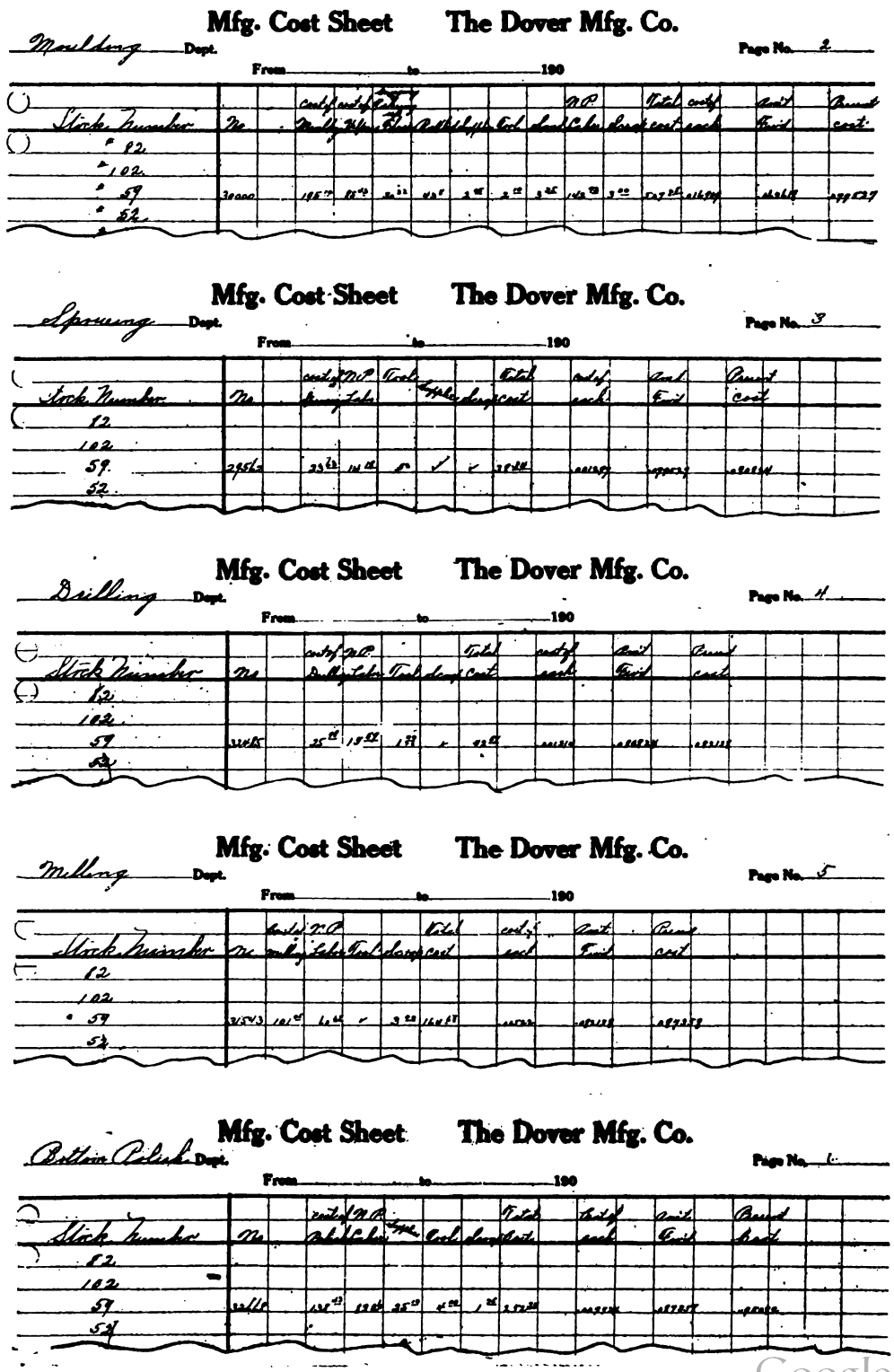
Third—All labor performed in repairing tools, patterns and dies is charged to repair labor.

Fourth—Salaries of superintendents, foremen, clerks and engineers are charged to operative labor. These last three items added together give the total non-productive labor. The total productive labor divided into the total non-productive gives the percent. of non-productive labor.

Then we have the "burden," or fixed expense, such as taxes, drayage, freight, fuel and light, insurance, depreciation, etc. These various items are averaged up each month, except the item of depreciation, which is based on the general wear and tear of building and machinery for one year. One-half of the total amount of these items is figured with each payroll on

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FIG. 8.



Mfg. Cost Sheet The Dover Mfg. Co.

Moulding Dept. Page No. 2

From to 190

Stock Number	No.	cost of Mat'l	cost of Labor	Tool	Repairs	Fuel	Supplies	Cost	Total cost	cost of each	Cost Each	Amount cost		
12														
102														
59	30000	195.75	82.50	20.00	40.00	3.00	2.00	3.25	146.00	3.00	524.50	314.70		209.80
52														

Mfg. Cost Sheet The Dover Mfg. Co.

Sprueing Dept. Page No. 3

From to 190

Stock Number	No.	cost of Mat'l	cost of Labor	Tool	Repairs	Fuel	Supplies	Total cost	cost of each	Cost Each	Amount cost
12											
102											
59	29562	23.63	14.78	80	✓	✓		38.41			
52											

Mfg. Cost Sheet The Dover Mfg. Co.

Drilling Dept. Page No. 4

From to 190

Stock Number	No.	cost of Mat'l	cost of Labor	Tool	Repairs	Fuel	Supplies	Total cost	cost of each	Cost Each	Amount cost
12											
102											
59	31485	25.00	15.00	1.50	✓			41.50			
52											

Mfg. Cost Sheet The Dover Mfg. Co.

Milling Dept. Page No. 5

From to 190

Stock Number	No.	cost of Mat'l	cost of Labor	Tool	Repairs	Fuel	Supplies	Total cost	cost of each	Cost Each	Amount cost
12											
102											
59	31543	10.50	6.00	✓		3.00		19.50			
52											

Mfg. Cost Sheet The Dover Mfg. Co.

Buffing & Polish Dept. Page No. 6

From to 190

Stock Number	No.	cost of Mat'l	cost of Labor	Tool	Repairs	Fuel	Supplies	Total cost	cost of each	Cost Each	Amount cost
12											
102											
59	32110	132.43	132.00	25.00	4.00	1.00		294.43			
52											

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Mfg. Cost Sheet The Dover Mfg. Co.

Side Polish Dept. Page No. 7

From to 190

Stock Number	No.	Cost of Material	Cost of Labor	Total Cost	Cost of each	Amt. Finished	Amount Cost			
52										
102										
59	24 Hand	70.21	10.18	2.64	.18	✓	83.41			

Mfg. Cost Sheet The Dover Mfg. Co.

Plating Dept. Page No. 8

From to 190

Stock Number	No.	Cost of Material	Cost of Labor	Total Cost	Cost of each	Amt. Finished	Amount Cost			
62										
102										
59	24611	47.55	38.55	20.11	✓	50	96.21			
52										

Mfg. Cost Sheet The Dover Mfg. Co.

Buffing Dept. Page No. 9

From to 190

Stock Number	No.	Cost of Material	Cost of Labor	Total Cost	Cost of each	Amt. Finished	Amount Cost			
62										
102										
59	24723	46.16	39.28	13.30	1.25	✓	99.79			
52										

Mfg. Cost Sheet The Dover Mfg. Co.

Packing & Packing Dept. Page No. 10

From to 190

Stock Number	No.	Cost of Material	Cost of Labor	Total Cost	Cost of each	Amt. Finished	Amount Cost						
62													
102													
59	24600	✓	32.61	19.81	.13	24.62	✓	✓	✓	96.18			
52													

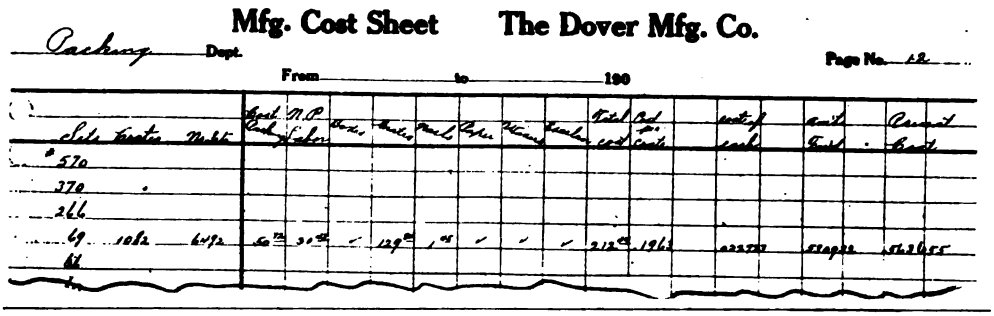
Mfg. Cost Sheet The Dover Mfg. Co.

Assembling Dept. Page No. 11

From to 190

Stock Number	No.	Cost of Material	Cost of Labor	Total Cost	Cost of each	Amt. Finished	Amount Cost						
Sets													
570													
370													
266													
69	Loose	57.30	24.28	23.91	✓	22.62	18.01	✓	✓	146.12			
66													

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Mfg. Cost Sheet The Dover Mfg. Co.

Packing Dept.

From to 190

Page No. 12

	Sent. N.P. Cost Labor						Total Cost						
Sole Heater Mold													
570													
370													
266													
69 10½ 6½	60%	30%	"	129%	1%	"	"	"	212%	196	2.33333	2.16666	4.49999
61													

the percentage plan. The percent. of non-productive labor and per cent. of "burden," or fixed expenses, are added together and apportioned on all items of productive labor from the time the product is started until completed and ready for shipment.

The method of ascertaining and recording the proportionate cost of the non-productive labor, usually considered a difficult undertaking, is by this system shown to be an easy and simple computation.

The purpose of these percentages is to give the absolute cost of producing each part, which is obtained by adding them to the flat cost of each part, at each operation. This is easily done as all our work is being done on the piece work plan.

Cupola Sheet (Fig. 7) illustrates how we arrive at the cost of melted iron. It is very important for any foundry to ascertain the exact cost per pound of melted iron obtained from their cupola, as the cost of melted iron forms the basis on which the first cost of a casting must be figured. On the cupola sheet is entered the cost and total weight of pig iron, scrap iron, coke, limestone, fire clay and cost of repairs, if any. From this total cost of material is subtracted the value of sprues, gates and overcharge of the total casts or heats; this gives the net cost of material. To this is added the cupola labor which gives the total net cost of charge. This total net cost, divided by the net weight of good castings received from the cupola, gives the cost per pound of melted iron. Besides the cost of melted iron, the sheet shows the per cent. of loss in melting, per cent. of good and bad castings, per cent. of scrap iron to pig iron melted, per cent. of coke and limestone; and also the number of pounds of pig iron melted with one pound of coke. These percentages are a valuable asset in running a cupola economically.

On the foundry sheet (Fig. 8) is entered the stock number of each kind of casting moulded, the number of castings moulded, productive cost, cost of helpers, taking castings from sand, productive cost of rattling castings, tools, supplies, sand and non-productive labor, total cost, total cost of each, cost of melted iron and present cost.

Non-productive labor is computed on the total productive labor of moulding and rattling. For example, on stock number 59 the total productive labor of moulding and rattling is $238.21. On payroll distribution sheet (Fig. 6) the non-productive labor is given at sixty per cent.; sixty per cent. of $238.21 equals $142.92 —non-productive labor on stock number 59. The cost of tools, supplies and sand is obtained from the material and supply records of the stockroom keeper. Adding these several items together gives the total cost of casting or article designated by stock number 59. The total cost, divided by number of castings (30,000), gives the cost of each casting. To this cost is added the cost of melted iron, which is obtained by multiplying the weight of one casting by the cost per pound of melted iron. Adding together the "cost of each" and "cost of melted iron" gives the present cost of one casting on stock number 59 in the foundry department. This casting is now ready for the next operation in the next department and the cost of each is figured in the same way on all the balance of the operations of all the castings moulded. Each cost sheet is made to fit the operation in the department where the productive work on the castings are performed. All productive labor, supplies, tools, material, etc., used in each operation is added to that operation. Cost of each and present cost is found in the same manner as before.

When all the different parts which go to make up a set of sad irons are completed, they are taken to the assembling room and assembled.

On assembling sheet (page 11) is entered the stock number, number of hours, number of sets assembled, productive labor, non-productive labor, boxes, cartons, paper, nails, tools, total cost, cost of each, total cost of assembled parts and present cost.

The cupola, foundry and assembling sheets explained in this article give a general idea of how the balance of the sheets of this system are entered, kept and figured. After each set of cost sheets for each payroll has been completed, the cost clerk enters all costs and records contained on the cost sheets on comparison sheets. These sheets give a complete semi-monthly record of all material, supplies, tools, scrap, productive labor, non-productive labor, etc., used in each department and on

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each operation of each article for the current year.

The cost of a set of sad irons usually vary at each payroll, and, in order to get an average cost for the year, we strike an average of all the costs figured during the year.

THE COST OF PRODUCTION

To the Editor:

The president of this company (Grand Rapids Refrigerator Company), has called my attention to the article on Cost of Production in your December Number.

The auditing and distributing of cost accounts constitutes the chief portion of my duty here. It has been a subject of close study for several years, and during that time a rather extended correspondence grew up between myself and many gentlemen extensively engaged in manufacturing all over the country.

This correspondence was interrupted by loss of sight, but having been relieved of that by surgical skill, I should very much enjoy a renewal of the correspondence.

At the head of your article you quote President Charles W. Asbury regarding unremunerative prices based upon unreliable information as to costs, and his pertinent conclusion that "Unless steps are taken to get at the root of this evil, there is danger of serious consequences."

All manufacturers, and particularly those of Hardware, laboring under careless cost estimates, are exposed to one very apparent danger of justifying in experience Mr. Asbury's conclusion. Under the method of estimates applied annually, or even monthly, in a general distribution of costs and margins, some items in the catalogue will be priced far above what they could be profitably sold for and some far below what anybody could afford to make them for. Sometimes each or several of these wide margins on high-priced goods is sure to attract the notice of some manufacturer sharp enough to see the reason why, then he will certainly at once specialize his plant and capture the market, while his former associates or competitors still hold the bag of *estimated costs.*

In fact, estimates should not be admitted into a system of cost accounting at all. Actual figures should be demanded as the only basis for declared costs, and obvious reasons should be required as the only ground for any proportion or ratio used in the distribution of those costs among the several items in the product. And this, because these figured results and obvious reasons are obtainable.

Among the number of gentlemen whose comments on President Asbury's statement are printed by you, Mr. William M. Pratt, of the Goodell-Pratt Co., Greenfield, Mass., says "It is a very desirable thing for the American Hardware Association to establish a bureau for the use of the members with the aim that each member might be able to improve his cost system." I do not know exactly how far Mr. Pratt may have developed the details of his ideal bureau nor how closely he would expect it to approach a school of cost accounting, but a study and experience of several years has convinced me that basic, or fundamental principles, have already been developed in sufficient number to raise cost accounting to the degree of exact science. Many would perhaps impulsively express a differing opinion on the ground that in several different plants conditions which would be supposed to correspond are really found to be so variable as to cause it to appear impossible to apply a uniform system of cost accounting—each firm doing its business in some ways or methods differing from all others. But now the same things are with equal justice predicated of bookkeeping, yet, when these firms want a new bookkeeper they advertise for one of "training and experience." It is even now demonstrable that without the trained and experienced accountant and distributor of costs, the trained and experienced accountant and distributor of cash may attend many manufacturer to failure.

Every step of the work of the cost accountant must be taken with regard to harmony at the end of the year with the bookkeeper's ledger, but he must not defer a showing of results to the end of the fiscal year. If he would save his employer from going deeply into losing lines, the cost accountant must exhibit a manufacturing balance from the beginning of the year to the *date of each payroll.* And this exhibit so classified, analyzed and tabulated that it will require but a few minutes figuring to express the cost to date of any one article of the product.

Materials must be traced and classified and wastage determined and accounted for.

Labor must be traced and classified. Perhaps in no one department of a factory will labor be applied in equal proportion in kind and quality upon the several items quoted in the catalogue.

Expense accounts must be studied and distributed fairly in proportion to their actual relation to different elements of the product.

And these things can be done, tracing every dollar, every cent from the cashier's desk to its final resting place in the finished product or to its proper account current in the ledger.

Yours very truly, GEO. S. STRANSBURY,
Auditor and Cost Accountant.

Grand Rapids, Mich., Dec., 1907.

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The Philadelphia Hardwaremen

The annual banquet of the Hardware Merchants and Manufacturers' Association of Philadelphia was given at the Bellevue-Stratford, on the evening of Thursday, Jan. 30, and was largely attended. It was a success, as are all its gatherings—a success as to speakers, Philadelphia hospitality of a material sort, music and sociability.

The annual meeting of the association was held several days previous at the official headquarters in the Bourse. Edward S. Jackson, of the Miller Lock Co., was elected president, and Paul A. Griffiths, of Shields & Bro., vice-president.

There was no opposition to the re-election of T. James Fernley as secretary and treasurer, and the following were chosen directors: William W. Supplee, of the Supplee Hardware Co.; Charles Z. Tryon, of C. Z. Tryon & Co.; Thomas Devlin, of the Thomas Devlin Mfg. Co.; Joseph J. McCaffrey, of McCaffrey File Co.; A. S. King, National Enameling & Stamping Co.; Samuel Disston, of Henry Disston & Sons.

The association, after referring to the fact that the Philadelphia banks during the recent financial stringency were able and willing to extend to the city's manufacturers and merchants sufficient currency for their payrolls and other urgent needs, adopted resolutions thanking the Clearing House Association and pledging the Hardware dealers' support.

In a Hardware Window

Burleigh Goodrich, the window decorator for the Hinde Hardware Co., Riverside, Cal., proved himself an artist in the ingenious construction of an automobile displayed in one of the store windows. The wheels of the machine were grindstones, and the body of the machine made of porcelain plumbing supplies—the tonneau being a sitz tub, the front seat a wall sink and the hood of an inverted sink. The steering gear was a bath tub fixture for hot and cold water, and tin funnels, containing electric lights, used for lamps. These were lighted at night, and made the display even more realistic than in the day time.

A Future Hardware Manager

There is a Hardware store in the West where for eleven years the goods have been packed in a middle room on the ground floor, wheeled twenty-five feet to the rear and loaded on the trucks for shipping or local delivery. The trucks then drove along an alley that runs by the side of the store to the street exit.

A new boy from the grammar school had been put to work in this department, at three dollars a week. At the end of the second day he said to the man in charge, "Gee! but I'd get rid of all this wheeling."

"You would," sneered the department boss. "How would you do it?"

"I'd cut a door in that side wall and load there."

The man scratched his head and considered. The manager came along just then, and the proposition was put up to him. He said instantly, "The boy is right. Wonder we never thought of it."

The next day a mason and carpenter came and the door was made. Not only is the inside distance shortened, but the trucks save fifty feet of going and coming through the alley on every trip.

Great Need of Rat Traps

"Were I an inventor," remarked a man who has long manufactured Hardware, "I would devote my energies to the creation of a rat trap that would be the best out and sell at the lowest possible price. Were I a young man I would start a rat trap factory immediately."

"Why this sudden enthusiasm?"

"For the simple reason that now it has been discovered that some of the worst plagues with which the world is cursed are carried about almost solely by rats, there will soon be a general rat hunt, such as the world has never before seen."

Report Firearms Sales

The Hardware dealers of Milwaukee, Wis., are to have an interesting and lively time under a new city ordinance. They will have to hurry with a report to the central police station every time they sell a firearm or other deadly weapon. This report is to contain the full name, address, occupation and description of the weapon. Violations are punishable by a fine of $25 to $100, or imprisonment of ten to thirty days.

The Successful Associations

"One great reason why the Hardware Associations of America have succeeded so well and held together so long," remarked an experienced official, "is found in the fact that they have never attempted to regulate prices, buy by co-operation, or limit production. Each man has been allowed to run his own business in his own way."

Some Hardware Terms

The young men who are struggling with the rudiments of the Hardware business in England, run up against a number of terms that might stagger much older heads. Thus, when a customer comes in and asks for a "dog hook," "a budget lock," "a Thackeray Washer," "a castle nut," 'a farrier's buffer," or "water glass."

A Patron of Windmills

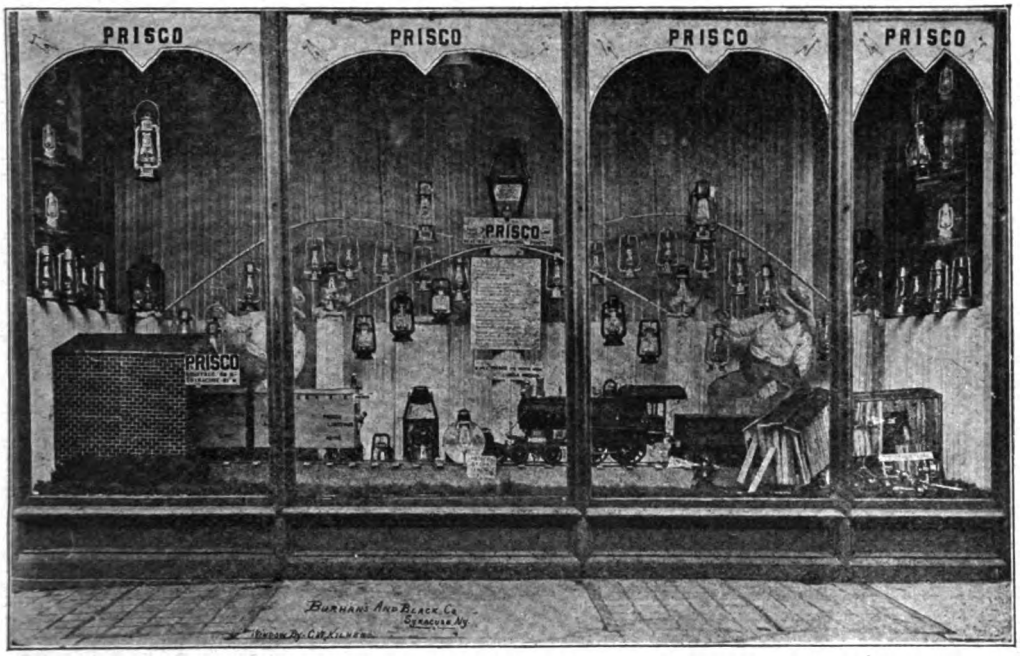
Where do all the windmills go to? A farmer of South Africa can account for some of them, as he has ninety whirring away on his premises whenever the wind blows. By this means he brings water to his cattle instead of driving the cattle to the water.

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Displays That Advertise

That C. W. Kilner, of Burhans & Black Co., Syracuse, N. Y., is an expert at window dressing is patent to the reader by reference to the cut herewith. The description of the window follows:

Size of window, 9½ by 21 feet; background white cheese cloth; posts 1 foot diameter, 5 feet high; center posts 15 inches diameter, 7 feet high, covered with pink, pleated. The idea is to take the "Prisco" Line in the front. In the center of each glass was suspended a "Prisco" Lantern, and over it the word "Prisco" with a hand at each corner, pointing to the lantern. At the back, from each post, was a half-circle of bent wood, with a line of "Prisco" Lanterns, and on top of the posts were the street lamps, the station lamp at the left. Two "Obediahs" were sitting under the line of lanterns, but one was partly hidden by the division of the window. Above the center column was a sign reading: "Take the 'Prisco' Line; reaches all principal points," and below it: "If it's a 'Prisco' it's worth more"—"Uncle Obediah"—also some poetry. Through the center the whole length of window was a track elevated about one foot, covered with a gravel roofing, for roadbed. At one end was a brick station which a train was just entering loaded with "Prisco" Lanterns. On the rear car were two *kids*, one sitting on top and one climbing up the back ladder. On the corner of last car was a streamer reading: "Take the 'Prisco' Line." On the end of the station was a sign marked: "'Prisco,' Buffalo, 68 miles; Syracuse, 81 miles." Behind the "Prisco" train was an engine, tender and two cars, wrecked. The pilot was broken off the engine, which had run into a *searchlight* "Prisco." This was the only lantern on the track; the others you see were back of it. The two dilapidated cars are off the track and are marked: "Old-line Lanterns," and the ground is covered with broken lanterns and globes. On the bank near the tender is a "hobo" who has been stealing a ride and a sign near him reads: "Wish I'd taken the 'Prisco' Line." Directly in front of the lantern on the track was a sign reading: "'Prisco' stops them all." The bottom of the window was green excelsior.



DISPLAY OF LANTERNS BY BURHANS & BLACK CO., SYRACUSE, N. Y.

Mr. Kilner, in making suggestions for increasing sales, states:

First Marking in Plain Figures.—Have on all lanterns in plain figures "the selling price." In a large store all salesmen are not posted on all lines. Nothing is more annoying to a customer than waiting to have the clerk look up the price. Very often the sale is lost, when it could have been made if the article had been marked in plain figures. If we stop to consider this lost sale it concerns at least five persons. The customer, the salesman, the buyer, the firm and the manufacturer.

Store Showing of Lanterns.—Most dealers make a mistake in not showing lanterns. We show lanterns twelve months in the year. Some say, well, lanterns don't sell only in the fall. This is a mistake. Lanterns do sell, not only every week, but nearly every day. Who wants a lantern in the summer? The camper, the

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fisherman, etc. Perhaps the camper will leave his lantern. So much the better. You will have a chance to sell him one next year, perhaps, if you don't have them stowed away on the top floor, and it's too much trouble to get one.

Window Showing of Lanterns.—Mark all the lanterns with selling price. It saves asking, and half the time makes the sale. Don't crowd the windows. Too many are worse than not enough. Make the display attractive —something out of the ordinary; in other words, some idea to stop the people. Be sure to show "Obediah." He alone with one lantern will do more advertising than six dozen lanterns with him out. Make your ad. on lanterns the center of attraction. Above all things, have the window clean.

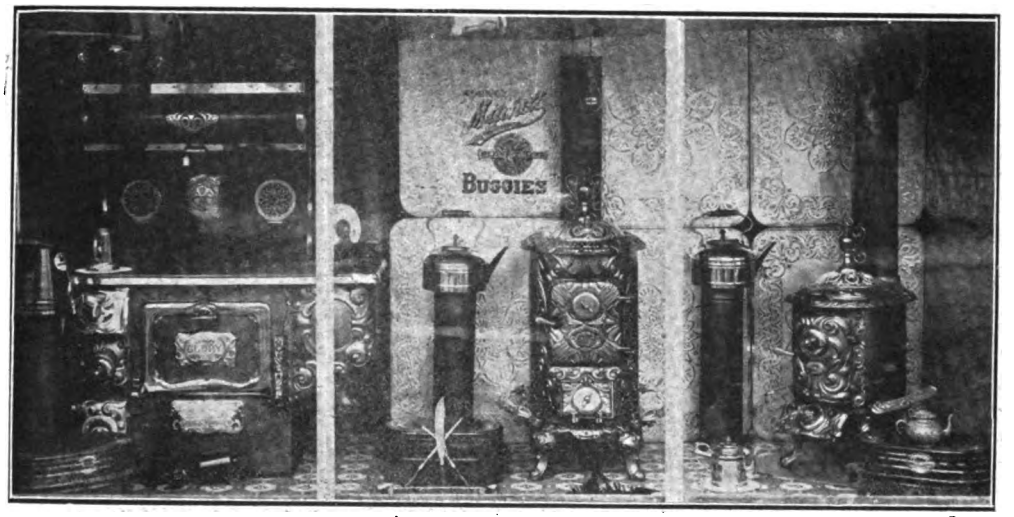
An old scheme, but a good one to use, "Uncle Obediah" on the floor of the store, have him sitting about ten feet from the front entrance, holding a lantern, run a fine small cord on pulleys from door along ceiling to just over "Obediah," and have cord come down behind him, attached to printed card, "Buy a 'Prisco,'" or anything you wish to advertise about the lantern. The cord being attached to door when a customer enters the store, the first thing he sees is this sign coming up back of the figure caused by the opening of the door.

We were all satisfied with the display as a business producer. While there is not a large number of lanterns sold to customers in a city like Syracuse, we have had many people call and buy lanterns that we believe would not do so, except for this window display. Undoubtedly these sales made other sales in general Hardware.

"I didn't have time" is a full brother to "I forgot."

Butler Bros.' St. Louis Building

Butler Bros., with large buildings in New York, Chicago, Minneapolis, announced last month that the St. Louis full-block structure was ready for business. It is said to be the largest commercial building in St. Louis devoted to the use of one firm. It would take 610 average retail stores, 20x60 feet, to equal the capacity of this new building. There are fifteen electric elevators, 1,000,000 feet of maple flooring, 10,000 sprinkler heads, 20,000 to 30,000 feet of sprinkler piping, 500 fire doors, 10,000 drop lights, 3 gravity package chutes, and 19 acres of roof and floor space. It took 14½ months from start to completion of building, the total cost of which has been $2,750,000. The facilities provided will enable the firm to take care of the rapidly growing trade in the southwestern section of the country.



STOVE AND ACCESSORIES EXHIBIT BY WYNNE HARDWARE CO., COTTAGE GROVE, ORE.

A Stove Exhibit

Wynne Hardware Co., Cottage Grove, Ore., had a window display that showed up especially well in the evening. Several styles of heaters and a kitchen range, roasters, stove pipe, tea kettles, etc., were shown. The sides and top of the window were lined with aluminum finished stove boards, and the floor was covered with linoleum.

The letter-heads of the Gray & Dudley Hardware Co. have become national in character. They no longer carry the name "Nashville," Tenn.," but "Nashville, U. S. A."

Marshall, Wood & Riley Co. is a new corporation which has taken over the business of Henry, Wood & Marshall, at Plattsburgh, N. Y. The capital stock is $65,000. The company will extend their wholesale business, and will carry a full line of general Hardware and builders' supplies.

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INLAND EMPIRE HARDWARE CONVENTION

The first sessions of the Inland Empire Implement and Hardware Association were held on the 15th ult. and continued the 16th and 17th, at Spokane, Wash. President R. L. Spiker, Lewiston, Idaho, presided.

OFFICERS ELECTED.

The officers elected for the ensuing year are as follows:

President—John Smith, Walla Walla, Wash.

First Vice-President—John Raymer, Reardon, Wash.

Second Vice-President—I. C. Hattabaugh, Grangeville, Idaho.

Secretary-Treasurer—E. W. Evenson, Spokane, Wash.

Directors—T. E. Miller, Nezperce, Idaho; A. T. Johnson, Garfield, Wash.; C. E. Max, Coeur d'Alene, Idaho; G. R. Bradshaw, Ellensburg, Wash.; S. W. Bier, Lynd, Wash.; Hugh Eaton, Elberton, Wash.; John Smith, Walla Walla, Wash.; J. H. Berge, Davenport, Wash.; E. E. Plough, Wilbur, Wash.; John Raymer, Reardon, Wash.; I. C. Hattabaugh, Grangeville, Idaho; A. Z. Wells, Wenatchee, Wash.; C. L. Butterfield, Moscow, Idaho; E. L. Scott, Oakesdale, Wash.; W. A. Bell, North Yakima, Wash.; J. R. Stevenson, Pomeroy, Wash.; R. L. Spiker, Lewiston, Idaho; C. A. Loy, Fairfield, Wash.

In his address President Spiker referred to the business of the past year. While it had not been entirely satisfactory in all respects, yet it had been better owing to the work of the organization and would continue to get better. The experiences brought out in the convention from various members could be applied to one's business and much good could be derived therefrom.

Some members brought up the matter of asking manufacturers to place a minimum selling price upon their goods. In lines where the manufacturers have patented goods they have the right, under the rulings of the highest courts, to name a minimum retail price under which no dealer can cut. The maker has a lawful right to refuse such price cutter.

Conditions in regard to jobbers selling at retail prices were reported as being materially improved. One of the essential things in business was that retailers should at all times show honorable action toward their competitors. The fact that a customer was a friend is no justification for a cut in price; for, after all, it is from our friends that we should expect to derive a profit, as our enemies do not come near the store with their patronage.

Sentiment expressed at the convention was that the association should be incorporated, and steps were taken toward that end.

A report of the insurance department showed that notwithstanding heavy fire losses during the past year, a return of premiums to policyholders of 33⅓ per cent. was made, a very creditable showing. It is hoped that a much larger percentage of members will take out fire insurance policies during this year. The risks are high class and widely scattered, and all the premiums saved are rebated to the policyholders.

T. M. Shearman, of San Francisco, made an address on "Has the Association Made Good?" He reviewed the history of the organization, and it was his opinion that the organization had made good. Seventy-five per cent. of the trade in the Inland Empire and ninety per cent. of the manufacturers of standard goods are with the members in fighting catalogue house competition.

President Spiker called attention to the fact that the law of the State of Washington required contract notes to be recorded before they became binding and had the effect of chattel mortgages. The expense in foreclosure is too high and in cases where the debt was small the expense was practically prohibited. Debtors' exemptions are too high, and are unfair and unjust. Requirements in attachment cases are improper and the speaker contended that when action was brought against a debtor that the debtor should not be allowed to move his property out of the jurisdiction or to dispose of the same without first giving a bond to secure the debt sued for. The secretary called attention to the benefits of co-operation with other state associations in the matter of securing legislation. John Smith, Walla Walla, said that bad debts could be avoided by the exercise of more carefulness in the matter of extending credit. Too often credit was given a customer of uncertain financial standing and reputation because of the fear that a competitor would sell the customer if he did not.

A committee of three were appointed from each state to consider and suggest plans for securing favorable legislation.

John Smith, Walla Walla, Wash., spoke on "The Value of Local Associations and My Experience with Them."

"What Have You in Your Safe?"

J. W. Nankervis delivered an interesting address, entitled "What Have You in Your Safe?" which follows:

I am going to make a little heart-to-heart talk on a subject that is of great importance to the retail dealer, especially in the Hardware and implement business. I presume that fully ninety-five per cent. of those present have closed their books for the year 1907—and what have you in your safe to show for your past year's work? I have met a great number—met friends and customers, and I regret to state there is not one but has told me he has been satisfied with the amount of business he has done, but dissatisfied with the results. There are evils in all businesses, I presume,

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but I do know there are evils in the implement business. One of the greatest evils we have to contend with is the evil of doing business without considering about satisfactory results. We start in the spring of the year with hope, we anticipate a nice business, and we hope we will have results, but the latter part we do not consider. We go on and the further we go through the year the more anxious we are to do business, without getting down to the vital point of ascertaining whether it will be satisfactory to us or not and when the close of the year comes around it has not been or has not showed up a profit enough to justify the amount of capital invested or the amount of labor and worry invested in that year. Another evil we have to contend with is the folly of the implement dealer considering his profit upon the articles he is selling in dollars and cents instead of on a percentage basis. Now when you receive these goods covering those lines you do not pick up a hand saw and say I will sell that for $1 or $1.50; you do not pick up an axe and say I will sell that for $1 or $1.75 or $2; you do not pick up a horse collar and say I will sell that for $4. You find out the cost, plus your expense, plus a reasonable profit, figure out your freight, and so forth. Now that is one of the things that should be eliminated. We do not go down to the bottom; we try to imagine what the results will be, and the result is that we fail to see what the profits really are.

Let me quote, for instance: We will say that a man has got $10,000 and intends to open up business. Now don't laugh at me—that is only supposition. I don't say any man could accumulate $10,000 in the business, don't state it as a fact, but we will say he is going to locate in a good town in a good section of the country within a reasonable distance of Spokane. Now I am going to imagine that he is going to do a $24,000 business. He has a capital of $10,000 when he starts in business, and he is to do a business of $24,000. (Here the speaker read from a list of figures proving in such case there would be a profit of $1,352.20.)

Now he had $10,000 on the start and it was worth $800 to him in cash each year. Now he has got bills receivable—always uncertain. He shows profit on bills receivable that never is profit. Now there is too much of that. There is a case of where a man was wanting to do business without ascertaining if there were satisfactory results to be obtained. I don't suppose there is an implement man here that would give anybody five cents to go into their store or place of business, examine their methods of doing business, examine their books and try to tell them wherein they err. They might say, and I believe lots of them would say, I can tell better myself; but in eastern factories when they close their books at the end of the year, if the results are not satisfactory, they immediately telegraph to New York or Chicago to an auditing company or some other company there and have their man come and ascertain all about their methods—go right down to the bottom of it, and, if they find it is in the mechanical department, the manager or superintendent of that department is called in and they say change your methods; if it is in the sales department, then the sales department is called in, and they say the selling of our goods is costing too much—cut it down. If they fail to do it, they immediately secure men that can. Now that's the idea—not that we should have somebody come in and look over our accounts, but we should have some system whereby when we find there are errors in our system, or in our business, then they will be eliminated. We carry too long our supposed profits—our supposed assets, and we have a great lot of assets that while we are carrying them as assets they are really liabilities. You may have a note in your safe and you may have taken a team and sent a man out to collect it; there is a profit of $4 in it, and then that profit is entirely eliminated by one livery hire if your collector fails to get it.

FIGURE IT OUT YOURSELF.

Now when you get home, just figure on these things a little bit yourselves; don't wait for the other fellow, but get down and see just where your business is. When a note is two or two and a half years old, don't consider it at all—cut that out entirely; let them show up as profit if they are paid, and then get down and see where your business is. When you have accumulated a lot of old stock, don't consider that as you do your new stock—cut it in two. Then get right down to what is profit—that's the only successful way, and if you do you will find then you will be making some money and your business will be satisfactory.

Another thing I believe that has been mentioned here more or less is the disposition on our part to mistrust our competitors; that has been spoken of by most every man. Of course, I admit we are all liable to errors, but I believe if we have one interest with our competitors—if we have an interest as with ourselves, that we can eliminate a lot of trouble. I am going to quote you a little illustration of that. In 1905 a man came into our place of business and said: "I want a couple of Flying Dutchman Gang Plows," and I was pleased to wait on him, and our price at that time was $65. He says: "I can get them up the road at $55." I knew then it must be either Mr. Chaloner or Baker, of Pullman. So I called up Mr. Baker, and he told me such was not the case; that he had made him a price of $65, and that he had just left Mr. Butterfield and he had made him a reduced price. That is an illustration, but I will say that subsequently I sold him the plows; he afterward came back and paid the price. There was one or two other cases about the very same thing; but there is a case I don't know what might have happened if I had not

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'phoned Mr. Baker, and I believe that if we would simply get together and not think that the other fellow is the disreputable fellow, that we would overcome considerable of the antipathy that exists between dealers and customers. I will tell you what you want to do, regardless of what may have been said or done at this convention. Go home and get a big long lead pencil and a sheet of paper; don't take anybody into your confidence, or any one's word, but get out that ledger of yours, and get out your bills payable book and your note pouch and go over it carefully. Be honest with yourself, care nothing for the world or for anybody, but just figure up in your own mind where you stand. It won't be long until a great many of you will have reached an age when you will be entitled to a rest. I can look back and recall so many of my associates, and I see men who were young men when they started twenty or thirty years ago and have nothing to show, and I say to you now, take care of your business, so that you will be entitled to profits and you will enjoy them and those you leave, so that prior to the time when death calls you, as he has so many of our brothers, you will be able to turn to your safe, open it up and find something in there.

Harness in a Hardware Store

A. Z. Wells, of Wells & Morris, Wenatchee, Wash., in his interesting address on "Harness in a Hardware, Implement and Vehicle Store, and My Experience with It," said in part:

I am going to tell you that a stock of harness goods are not out of place in a retail Hardware and implement store, that it is actually a part of such business and that no such stock is complete without this line, and further to foretell that within a few short years it will be found almost exclusively in Hardware stocks throughout the country towns.

Five and one-half years ago our firm purchased a Hardware and implement stock in our splendid little city, and immediately added a small line of harness goods. Our harness trade from the beginning was fairly compensating, but our harness not entirely satisfactory, nor were we able to get to the point where we could have them so. The difficulty we were having led us to believe there was a demand for a harness above the average and we decided to manufacture them. We were exceptionally fortunate in securing the services of a young man, a first class workman, honest and full of ambition, to make our first lot of harness. He is now the manager of our harness department, and to him is due a large share of our success. Our instructions to him when he came with us were to make the very best harness possible out of first class stock and good workmanship. His efforts brought increasing cost, but a very much better grade of harness. We lost many sales at the start on account of price, but both quality and prices were strictly maintained. By doing a great deal of advertising and hard work, we were able to keep him busy and in a short time add another workman. The trail of the first six months of business did not lead through a path of roses, and at times it seemed that we were alone, fighting for a principle while our competitor was fitting on his harness in full view of display window. It was different then from the beginning when our order was being made up for shop tools, our minds overflowing with ambition and zeal, the music of the cash register in our ear ringing up future sales, but we plodded on, though it seemed easier to turn back, our grit and nerve only carrying us past the danger point. We talked harness, thought harness and advertised harness in every way, finally adopting the idea of a guarantee. This we called the "Wells & Morris Guarantee," and no advertisement ever appeared in reference to our harness that did not enlarge upon this guarantee, nor would we permit one of our harness to leave the store without bearing the stamp "Made by Wells & Morris," and the purchaser assured that it was guaranteed in every way. We made our guarantee mean something—mean precisely what it implied, and in doing this we made a reputation not only for our harness, but for our firm that has many times repaid its cost. To-day the "Wells & Morris Guarantee" is known and recognized all over Chelan, Okanogan and a very large part of Douglas counties. Our harness sales register since Jan. 1, 1906, will show the names of 428 satisfied customers who are using our own make of high grade harness, and I venture to say at prices in excess of those of any other retail house in the state. We made and had the reputation for quality and they knew it and were willing to pay for it. The catalogue houses have not bothered our harness; our class is too high for them.

We have not nor do we intend to take one penny off the quality of our harness, nor off the price of them. On the contrary, we are turning out a very much better harness to-day and are selling it at an increased price than when we began manufacturing by vigorously and unceasingly advancing our own standard of excellence, and have brought friends by the score up the hill toward perfection.

I believe that honest goods honestly sold will bring success in any line.

We regard the harness end as the very cream of our business. It comes with the least effort and expense of any line, and it carries our name to the most remote corners of our trade. Through the unpaid efforts of our satisfied customers our territory is constantly expanding and we have the past year received many orders from trade whom we have never seen.

We have put heart and soul into their quality and reputation, and it is only the cash or gilt-edge note that will buy them.

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Can I think that harness goods have been out of place in our Hardware and implement store? No, they have not. On the other hand, they have been of the greatest benefit to us. The harness line has been the entering wedge to some of the very best trade we have to-day.

A. C. Bruce, of the A. A. Kraft Co., in the discussion that followed, said that the harness department does not require large capital or any special knowledge more than that given by any successful or conscientious dealer to any article he buys. Some localities require more styles than others, but by studying the needs of your community you can select a line that will answer requirements, on small capital. Don't be afraid to add profit on saddlery goods, especially on strap work, sweat pads, hames, robes, blankets, which should stand from twenty-five to fifty per cent.; smaller articles, including whips, fifty to one hundred per cent.; team harness, fifteen to twenty-five per cent., and light harness, twenty-five to fifty per cent.

Unprofitable Business

E. E. Lucas, Davenport, Wash., in his address said in part:

I have learned, first, that one goes into business presumably to make money and that he cannot pay the expenses of conducting his business, support his family, educate his children and lay up something for a rainy day by selling at less than a reasonable profit.

By cutting the price to get a customer away from your competitor; by doing the same thing to draw trade that belongs to dealers in a neighboring town; by allowing your notes and accounts to grow old in your possession; by allowing customers to take standard, well-made goods out on approval and then bring them back and, with any kind of a trumped-up excuse, throw them back on your hands as second-hand junk.

By trying to buy all the goods which every traveling man who comes along has to sell.

Buying a line of goods you don't need to keep your competitor from getting them.

By loaning new tools out of stock—a bad habit employes are apt to get into.

By trying to do too much of the small detail work yourself. You have all heard the same, "First to thine own self be true and it must follow as the night the day, thou canst not then be false to any man."

By selling at less than a reasonable profit you are not true to yourself and family.

By cutting a price to entice a customer from your competitor you are not doing yourself any good and are actually robbing your competitor. You are wasting your own time and acting as a dog in the manger to him. The dog would not eat the hay himself, nor allow the ox to have it.

By making special prices to people living near another town is nothing but piracy, and if followed until your own trade gets on to it you are sure to reap a just reward; it is just as unfair to them as it is to the dealer you are trying to steal trade from.

By allowing your notes and accounts to run longer than they ought you lose your own peace of mind and get into disputes with your wholesaler. It is also unfair to your bank to compete with it in this way. A dealer, however, who has money enough to do the banking of his community in this roundabout way should have enough to go into the banking business himself.

Making unconditional guarantees on edged tools you will be imposed upon by people who will on account of the guarantee misuse them, and if you do not succeed in getting the wholesaler or manufacturer to replace them it is sure to leave a bad taste in your mouth.

In overbuying you will lose as much money as you will from any of the other leaks in your business. An extra five per cent. offered by the specialty man to induce you to order a quantity in excess of your needs may look good at the time, but when you have seen the last of the goods you will see then that saving fade away, and with it a good sized loss besides. Business conditions are such in our territory now that goods can be had from the jobbers in much less time than formerly, and they tell us that they are not only willing but glad to carry the stocks.

If you buy a line to keep the salesman from seeing the other fellow you are sure to be sorry for, if you don't buy some more of the same thing the next time, no matter how many you may have left, this same salesman is almost sure to try to load your competitor. This tends to demoralize trade and is apt to cheapen the goods, but it is a point entirely lost sight of by overzealous salesmen.

By doing too much yourself, you are too busy to be glad to see your customers, and nothing will queer you sooner than a reputation for being grouchy. This is not an excuse for laziness, for a business man should and must be busy all the time.

Overloading the Country Merchant

J. H. Berge, of Davenport, Wash., made the following remarks in his address on "Why Don't They Take Their Liquor Straight?" In speaking of salesmen taking advantage of country dealers, he said: Take the poor little country merchant who occupies the position of general manager, buyer and salesman, and in addition has all the worries and cares of his business, and let him come in contact with salesmen who go there—you who have spent your lives in the study of salesmanship. Salesmanship has been your life study. You have studied that alone from morning until night, and nothing else; it is all you know, and you are not worth anything as a fire. But that you

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do understand; your mind thoroughly developed and trained on that. And then this poor little country merchant, who has had very little experience along that line, has to put his mind against that powerfully trained mind of yours, and you will sometimes take advantage of it.

About a year ago I picked up a magazine and have been mad at that magazine ever since—and haven't read it since. In it there was a manufacturer's instructions to his traveling men something like this: "We instruct you to go into a town and expect you to find the very best dealer there and expect you to get a big order there." I didn't read it any further, but just threw it down. It is one of the most contemptible instructions, it seems to me, that can be given to any man. It simply says that they must go there and load that poor, God-forsaken countryman down with goods regardless of whether he needs them or not, making sure only of his ability to pay, and then he will get our money if we have got to bust him to do it.

I will state this as a fact, that I can go into nine out of every ten Hardware firms here represented and find implements, for which they have paid their hard-earned cash, that are not worth a cent, or scarcely worth more than old iron. They have their money invested in those implements, however, which is part of their profit. I hold this, that the manufacturer or the wholesale house had better for himself and his goods, move that unsold implement out of the territory whether the dealer pays for it or not, for if it is on the dealer's floor year after year his customers can see that it has not yet been sold after remaining on the floor for such a long time, and every time his customers look at it it cannot help being a condemnation of that implement. The name of the firm is on that implement and every time they see the manufacturer's name it serves as a condemnation for them.

CARLOAD BUYING BY SMALL DEALERS.

In regard to carload buying by small dealers, I hold this, it is much better for him to buy from a wholesale house, paying the difference in price buying in such quantities as he can use, and if the demand is greater call for more. How many of you in making up your specifications in the spring or fall for carload lots have put something into your specifications that sold well during the past year that possibly the following year would have no sale at all; yet your money is tied up in it.

Now, traveling men, do not go to these small dealers and try to load them up on something because the time will come when they will have to pay, and if they do not pay for it by the time you charge interest, and after a while they get a letter something like this: "We are very sorry to be compelled to call your attention so often, but unless we hear from you by return mail we will be compelled to put this in the hands of an attorney for collection." They will be compelled to do something then, or else something will be done to them.

C. L. Butterfield, Moscow, in his talk on "Contracts," referred to some of the contracts made by manufacturers, in which obscure clauses were inserted that bode no good for the dealer when settlement day came. The farmer-purchaser signed the contract, and the dealer indorsed same, not carefully reading all its provisions. The speaker cautioned the dealers to carefully read the entire contract before affixing his signature.

Resolutions were adopted opposing any legislation on the parcels post, but favored reducing letter postage to one cent.

Mutual Fire Insurance Association

The annual election of officers of the Washington Hardware and Implement Dealers' Mutual Fire Insurance Association was held the 16th ult. and the following were elected:

President—W. P. Lucas, Davenport, Wash.
Vice-President—C. A. Loy, Fairfield, Wash.
Treasurer—E. L. Scott, Oakesdale, Wash.
Directors—J. W. Cupples, Downs, Wash.; F. W. Kaser, Walla Walla, Wash.; John Raymer, Reardon, Wash.; W. F. Chalenor, Palouse, Wash.; L. W. Anderson, Rosalia, Wash., and C. L. Butterfield, Moscow, Idaho.

St. John Hardware Association

At the annual meeting of the St. John Iron and Hardware Association, St. John, N. B., held the 6th ult., the following officers were elected:

President—W. S. Fisher.
Vice-President—M. F. Irwin.
Secretary-Treasurer—Fred C. Owens.
Directors—W. H. Thorne, Thomas McAvity, M. E. Agar.

South Dakota Retail Hardware Association

The third annual convention of the South Dakota Retail Hardware Association will be held the 4th, 5th, 6th and 7th at Aberdeen. The largest attendance in the history of the association is expected. The railroads have granted a fare of one and a third on the certificate plan. As there are over 100 new Hardware stores that have come into existence within the past twelve months, many of these new dealers will attend the sessions. Secretary H. E. Johnson, Redfield, advises that the exhibit feature will have much interest for those who attend. Addresses will be made by A. T. Stebbins, Rochester, Minn., vice-president of the national association; by Prof. E. F. Ladd, Fargo, N. Dak.; by L. J. Mannix, of Sioux Falls, S. Dak., on "Trade Channels," and by M. J. Pilkington, Des Moines, Ia., on "The Retailing of Merchandise a Science."

The question box will bring up a number of questions for discussion.

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IDAHO HARDWARE CONVENTION

The fourth annual convention of the Idaho Hardware and Implement Dealers' Association was held at Boise, Idaho, the 3d ult. President A. B. Moss, Fayette, presided.

The following officers were elected for the ensuing year:

President—A. B. Moss., Fayette.
Vice-President—V. C. Kerr, Boise.
Secretary—J. F. Cook, Boise.
Treasurer—E. A. Fraser, Ontario.
Executive Committee—R. K. Davis and Chester Taylor.

In his annual address President A. B. Moss cited the business conditions in the largest city in the jurisdiction of the association before the formation of the association and since that time. While conditions at the present time are not all that could be desired in ali parts of the association territory, yet they show a decided improvement, and the future should reveal still better things. The officers during the past year had worked in harmony and accomplished much, with the co-operation of the members.

Secretary J. F. Cook in his report stated that, while there had not been the increase in membership that might have taken place, those already members had been faithful to the cause. He suggested the appointment of an information committee, to consist of at least one member in every town represented in the association. The duty of such member to be to promptly report to the secretary any irregularities in the way of sales, wrongful methods on the part of either retailers or jobbers, etc. The speaker referred to the formation of the Pacific Federation as a long step in the right direction, embracing and combining all the associations of the Northwest, and recommended that the support of the Southern Idaho Association be pledged. Attention was given the credit system which prevailed to a very large extent in that territory. Abuses had crept in. The extension of credit to farmers on the implement business was becoming burdensome, and the recommendation was made that interest-bearing notes be taken for such sales, interest to begin from date of sale, or in case of open account, interest to begin at end of thirty days.

Vice-President V. C. Kerr spoke on the business conditions of the past year and the outlook for the present year.

Sherman Coffin, of the Mershall-Wells Hardware Co., spoke on "The Treatment to be Accorded the Traveling Salesman." The traveling salesman who merits the confidence and patronage of the merchant finds no cause to criticise the treatment accorded him. He is consulted by the merchant and buyer on every subject relating to their business transactions. His advice is sought and heeded, and his relations with the merchant, both commercial and social, leave nothing to be desired. The wasted time of the traveling salesman is one which could be materially reduced by the merchant if he but gave the subject a moment's consideration. It is the merchant who is really paying for the time thus wasted. One way of eliminating a portion of this time waste is by having appointments made for the purchase of goods and the transaction of other business.

C. S. Graybill, of the Nampa Hardware Co., Nampa, Idaho, read a paper on the "Catalogue House." He referred to localities in the East where the catalogues had gained a control of the local business, and it behooved merchants in Idaho to bestir themselves now, while the catalogue house business was quite small. The members were asked if they were going after business as hard as the catalogue houses were. Many an order is sent to the catalogue house simply because the customer does not know that we have it in stock. If we get a customer into our store looking for an article and we are unable to make a sale by convincing him of the superiority of our goods, and the fact that they are worth the price we ask, we must blame ourselves when he sends his order to the mail order house. It shows a lack of ability on our part when we allow a customer whom we can meet face to face to walk out of our store and send his orders out of town.

E. W. Evenson, Spokane, Wash., secretary of the Inland Empire Hardware and Implement Dealers' Association, was present and made some remarks.

Resolutions were adopted urging all members to charge interest from date of sale on all implement charge accounts. Mowers, rakes or binders should not be sold on longer time than one year. If any member is overstocked on any article, he may notify the secretary, who shall notify other members of the association, thus enabling him to dispose of his surplus. The best efforts of members should be used to place implement sales on the same basis as other merchandise. The next quarterly meeting will be held at Nampa, April 4.

Wisconsin Retail Hardware Association

The twelfth annual meeting of the Wisconsin Retail Hardware Association will be held at Milwaukee the 5th, 6th and 7th inst. Secretary C. A. Peck, Berlin, has issued a neat programme. In conjunction with customary reports from officers and standing committees, there will be several papers presented. H. F. Krueger, of Neenah, will talk on "Business Methods." J. W. Jones, Racine, will discuss "Trade Getting." O. B. James and others will talk on Advertising, Window Display, Parcels Post, Express Charges, etc. The question box will also come in for attention. Both the Hardware Association and the Mutual Fire Insurance Co. are progressing steadily, and the annual meetings this month will show the detailed growth during the past twelve months.

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NORTH DAKOTA RETAIL HARDWARE ASSOCIATION

The twelfth annual convention of the North Dakota Retail Hardware Association was held the 28th, 29th and 30th ult. at Fargo, N. Dak., President H. F. Emery, Fargo, presiding. Outside of the routine business there were several addresses. N. A. Burdick spoke to the members on "Independence in Business, or Standing on Your Own Basis." President S. R. Miles, of the National Association, was present and made an address. Prof. E. F. Ladd gave a talk on "The Results of Practical Paint Tests at the North Dakota Agricultural College." President C. F. Ladner, of the Minnesota Mutual Fire Insurance Co., was present and spoke interestingly of his experiences as an association member and also about fire insurance. Suitable entertainment was provided for the members and visiting Hardwaremen, and the meeting was a success in every way.

Successful Advertising.

R. E. Saberson, general manager of the Berkley System, made an address on "Successful Advertising," which follows:

The average retailer now realizes that advertising is absolutely essential to his success in business. It is not because the retailer has been unwilling to advertise in the past, but because it was absolutely impossible for him to do so effectively. Occupying space in a newspaper which is not noticed is not only expensive, but it is worse than occupying none at all. Filling your space with poor copy will lead your customers to believe that your goods are as poor as your advertising.

Retailers have been prodded into taking a flyer at advertising, and it has as a rule proven disastrous. Perhaps he has through some means become enthusiastic and has spent several days in preparing copy, has resurrected some old cuts from beneath his counter and has occupied a full-page in his local sheet with a dream of tremendous results. Naturally he was disappointed when these results were mediocre. He then sent his ad. to his trade paper and was pained after he had examined the next issue to find that the ad. critic informed the public that this man's efforts were simply a waste of printer's ink. That ended this man's advertising career. Talk to him after that about advertising and he will smile a knowing smile and say nothing.

Too many retailers imagine that advertising is selling goods. Look through all the large dailies to-day, select the best ad. you find and then reproduce it word for word in your home paper. Compare the results you get with the results which the original concern got. You will then realize that you must have the public mind first in a receptive state before your statements have much weight with them. Advertising and price cutting are two different things. Any one can cut the price of a standard brand so low that a mere announcement of the fact will crowd his store. We must remember that we as retailers are doing very well nowadays if we meet the price of the gigantic foreign concerns which we all admit are our strongest competitors. Some of us have been astounded to learn that merely meeting the price was not enough. The mail order houses had educated our customers up to the point where they believed that if we did meet the price it was only because we were selling an inferior piece of goods. We discovered, much to our chagrin, that necessity demanded an energetic advertising campaign on our part in order to regain the trade which we had already lost. After having demonstrated to our own satisfaction that this invariably was an impossibility, the next step to take was one of co-operation.

As manager of the general office of over one thousand stores I desire to outline to you briefly the wonderful work which is being done by the thousand retailers and the effect that this campaign is having on the consumer. First, let me state that all the circular newspaper advertising is syndicated. That is one original ad. is set up and a plate made from the original and filed for future use any time any one of the thousand stores desires to use it. The cuts used on these circulars are similar to the cuts used in the advertising of the mail order houses. The prices quoted are always the same as the mail order houses quote. As a reason to the consumer as to why we are able to make these prices and sell better goods we make reference to the organization. This relieves all doubt in his mind as to our inability to quote him the proper prices.

Each retailer's mailing list is kept on file in the general office. When he becomes a member of the association his entire list is stenciled and filed for future use. When he orders circulars they are folded automatically by machinery, so that they do not require an envelope. Then they are addressed and mailed direct to his customers. This saves him all envelope cost and express. The cost of folding, addressing and mailing by machinery is very small. The retailer is thus able to keep before his customers the entire year better advertising than the mail order houses do. It takes absolutely none of his time, does not cause him any work or worry, and it brings results.

Newspaper advertising is syndicated in the same way and the plates are forwarded to the retailer all ready for use in his newspaper. This saves the retailer all cut cost and insures the proper appearance of the ad. in the newspaper. The cost for the entire etching is less in this way than one original cut would cost the retailer. No difficulty is experienced in

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getting goods of any description in order to meet catalogue house competition.

The central office of this association is simply the Public Service Committee of the Retail Dealers. All individual difficulties are taken up and adjusted for each dealer. No one worries about being on the inside as regards prices. All goods are purchased through the regular channels and the methods which the retailer previously employed in his store are used as they always were. He does not have to put his business on a cash basis, but gets the cash which had previously been sent away from his community. He does not antagonize the consumer but wins him. So successful have these stores been in their campaign that equipment is now being installed for 23,000 additional stores which are waiting for the service. Each store is charged but a nominal sum for annual membership, and all detail work is done at a very small co-operative cost. In this way the individual retailer has the same equipment at his command that the most gigantic catalogue house has and at a great deal less expense.

What has been the effect of this organization? Go to any one of these stores to-day and you will find that catalogue houses are the least of their troubles. No consumer will persist in sending away when he knows that he can get the same goods at home that he can get away from home and at the same price. These retailers have won because they have struck the keynote of the mail order house success, i. e., of letting the people know what they have and how much it will cost them. They have demonstrated that catalogue competition can be overcome by co-operation. This I honestly believe will be the only solution of the question for any retailer to-day, no matter where he is located.

The retailer of to-day must realize that he cannot adopt methods which applied to his store twenty-five years ago, and that if he persists in following out these methods he will gradually be displaced by new men with the new ideas, who cater to the new arrangements of the mercantile world. In speaking of successful advertising, I can say nothing more, or do nothing more than to point to these thousand stores—examples of modern methods and successful in every detail of their retail life.

Detroit Hardware Association

At the annual meeting of the Detroit and Suburban Retail Hardware Dealers' Association, held last month, the following officers were elected:

President—E. F. Louys.

Vice-President—Mr. Gartner.

Secretary—O. J. Darling, 372 Kirby avenue, W.

Treasurer—A. Lemke.

Executive Committee—James Tyre, chairman; William Moore, J. G. Patterson, F. Harms and Charles Raymo.

Retail Hardware Conventions

CALIFORNIA—March. San Francisco. Secretary F. B. Dickinson, San Francisco.

COLORADO—Feb. 20, 21 and 22. Denver. Secretary Adolph Unfug, Walsenburg.

CONNECTICUT—Feb. 10 and 11. Meriden. Secretary James DeF. Phelps, Windsor Locks.

ILLINOIS—Feb. 26, 27 and 28. Peoria. Exhibit. Secretary Leon D. Nish, Elgin.

INDIANA—Feb. 18, 19, 20 and 21. Indianapolis. Exhibit. Secretary M. L. Corey, Argos.

IOWA—Feb. 18, 19 and 20. Cedar Rapids. Exhibit. Secretary A. R. Sale, Mason City.

KENTUCKY—Feb. 11, 12 and 13. Louisville. Exhibit. Secretary John R. Sower, Frankfort.

MINNESOTA—Feb. 25, 26, 27 and 28. St Paul. Exhibit. Secretary M. S. Mathews, Minneapolis.

MISSOURI—Feb. 24 and 25. St. Louis. Secretary F. A. Kansteiner, St. Louis.

NEBRASKA—Feb. 11, 12, 13 and 14. Lincoln. Exhibit. Secretary J. Frank Barr, Lincoln.

NEW ENGLAND—March 11 and 12. Boston. Secretary Charles L. Underhill, Somerville, Mass.

NEW YORK STATE—Feb. 18, 19, 20, 21 and 22. Buffalo. Exhibit. Secretary John B. Foley, Syracuse.

OHIO—Feb. 25, 26 and 27. Columbus. Exhibit. Secretary Frank A. Bare, Mansfield.

PENNSYLVANIA—March 3, 4 and 5. Cambridge Springs. Secretary J. E. Digby, McKees Rocks, Pa.

SOUTH DAKOTA—Feb. 4, 5, 6 and 7. Aberdeen. Exhibit. Secretary H. E. Johnson, Redfield.

WEST VIRGINIA—Feb. 18, 19 and 20. Elkins. Exhibit. Secretary Leslie Hawker, Shinnstown.

WISCONSIN—Feb. 5, 6 and 7. Milwaukee. Exhibit. Secretary C. A. Peck, Berlin.

ONTARIO, CANADA—Feb. 11 and 12. Toronto. Secretary Weston Wrigley, Toronto.

Minnesota Retail Hardware Association

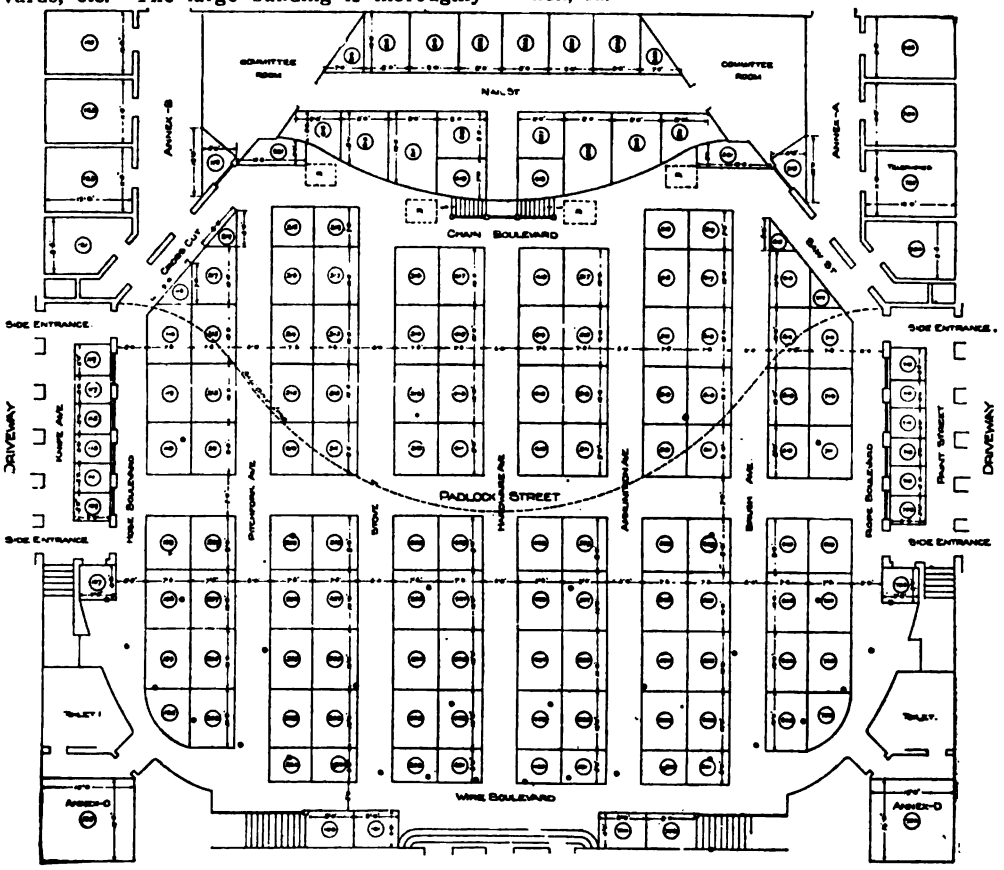
The annual convention of the Minnesota Retail Hardware Association will be held at St. Paul from the 25th to the 28th inst. The stage of the auditorium will be used for the Hardware exhibits, the floor space being about 17,000 square feet. The business sessions will be held afternoons, while the forenoons and evenings will be given over to the exhibitors. Entertainment will be provided for each evening. Secretary M. S. Mathews, Minneapolis, states that this month's meeting promises to outstrip all its predecessors in attendance, interest, etc.

The road to success is not short and it is not easy, but it is well worth traveling.

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Ohio Hardware Convention

The Ohio Hardware Association are making great preparations for their annual convention to be held Feb. 25, 26, 27 in Memorial Hall, Columbus. There is large floor space for the manufacturers' exhibits, which will form an important part of the meeting. Streets, trade named, are laid out between the booths. These include Pitchfork avenue, Saw street, Padlock street, Chain boulevard, Nail street, Wire boulevard, Ammunition and Hose boulevards, etc. The large building is thoroughly



FLOOR PLAN OHIO HARDWARE ASSOCIATION EXHIBIT HALL.

lighted by electricity and there is also gas in the building. Electricity is also in the majority of the booths. Manufacturers desiring to reserve space should communicate at once with Secretary Frank Bare, Mansfield. The forenoon sessions of each day will be given over entirely to the inspecting of exhibits and talks between manufacturers, jobbers and dealers on the floor of the exhibit hall. The business sessions will be held in the afternoons. The 1907 convention was noted for the large number of Hardwaremen assembled and the great interest manifested, and there is every indication that the 1908 meeting will outstrip the one of a year ago. President Chas. S. Johnson, Barberton, states the Mutual Fire Insurance Association is coming right to the front and is materially aiding in increasing the membership of the Hardware Association.

National Hardware Fire Insurance Co.

At the annual meeting of the directors of the National Hardware Mutual Fire Insurance Co., held at Pittsburg, Pa., the 22d ult., the following officers were elected:

President and Treasurer—C. H. Miller, Huntingdon, Pa.

Vice-President—W. P. Bogardus, Mt. Vernon, Ia.

Secretary—W. P. Lewis, New Albany, Ind.

On the following day, at the same time and place, the directors of the Hardware Mutual Fire Association of Pennsylvania also met and elected the following officers:

President—C. H. Miller, Huntingdon, Pa.

Vice-President—George V. Thompson, Mt. Jewett, Pa.

Treasurer—George W. Hackett, Sunbury, Pa.

Secretary—W. P. Lewis, New Albany, Ind.

Mr. Lewis, in assuming the duties of secretary of these two companies, will remove to their established home office in Huntingdon, Pa., and assume the active management of same.

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The Chicago Retail Hardware Association held their annual reception on the 15th ult., the occasion being, as usual, most enjoyable.

The date of the annual meeting of the Pennsylvania Wholesale Hardware & Supply Association is March 11, instead of the 13th, as announced in our last issue. The place is at the Hotel Astor, New York City. A. B. Stein, of the Stitcher Hardware Co., Reading, Pa., is president of the organization.

Texas Hardware Convention

At the annual convention of the Texas Retail Hardware and Implement Dealers' Association, held the 21st, 22d and 23d ult., at Dallas, the following resolution was passed:

That the Sims Parcel-Post measure introduced in Congress is against the interest of every citizen of Texas, be he the farmer, mechanic, professional man or merchant.

New York State Retail Hardware Association

Very active preparations are under way for the approaching sixth annual convention of the New York State Retail Hardware Association. Meetings will be held in the Buffalo convention hall, a large building admirably adapted for the purpose. In connection with the meeting an exposition of Hardware products and kindred lines will be given under the management of the programme committee, the entire main floor of the building being reserved for this purpose. One-half of each day will be given to the business sessions of the association, the remainder of the time being used for inspection of exhibits, etc. Following the custom of last year, the association will have the banquet under its own direction. Among the speakers will be Mayor Adams, of Buffalo; President S. R. Miles, of the National Association; G. H. Sargent, of New York; R. R. Williams, and others. L. G. Mattison, Newark, is president, and John B. Foley, Syracuse, is secretary.

Iowa Retail Hardware Association

The tenth annual convention of the Iowa Retail Hardware Association will be held at Cedar Rapids the 18th, 19th, 20th and 21st inst. Secretary A. R. Sale, Mason City, advises that full preparations have been made for a large and enthusiastic convention. After the annual address of President P. C. DeVol, Council Bluffs, and reports from other officers and committees, several addresses will be made, including that of S. R. Miles, Mason City, president of the national association; Charles W. Burrows, Cleveland, Ohio, on "Parcels Post"; H. J. Fueller, Philadelphia, on "Heating and Ventilation"; H. A. Gladding, Indianapolis, on "Salesmanship"; George A. Bieber, Fort Atkinson, on "How to Conduct a Country Hardware Store"; W. H. Stepanek, Cedar Rapids, on "Business Methods in a Hardware Store"; R. E. Saberson, Sioux City. W. S. Wright, Omaha, president of the National Hardware Association, will make an address, and Vice-President L. Lindenberg, Dubuque, will report on the work of the Iowa Hardware Mutual Insurance Association. The question box will, as usual, be full of interesting questions, and the committee having it in charge is a guarantee of its success.

Illinois Retail Hardware Association

Secretary Leon D. Nish, Elgin, of the Illinois Retail Hardware Association, reports that practically all preparations have been made for the annual convention and the extensive Hardware exhibit to be made in connection therewith. By the time the convention opens all space will have been sold in the auditorium. The exhibit will be open between the hours of 10 a. m. and 11 p. m., commencing the 26th and ending the 28th. The convention will open at 1.30 p. m. of the 26th at Schnelbacher Hall, a short distance from the exhibit. For the evening of the first day entertainment has been provided by the entertainment committee. The question box will be a prominent feature, which will be in charge of H. G. Cormick, Centralia, and J. T. Noftsker, Rock Island, to whom questions for discussion should be forwarded, if desired, before the meeting. Five prizes will be offered for the best window displays, as follows: For the best window display in a Hardware store at Peoria during the convention; for the best photo from towns of 25,000 population and over, in towns 10,000 to 25,000 population, in towns 3,000 to 10,000 population, and from towns having a population of 3,000 and under; population based on census of 1900. The photos to be not less than 6x8 inches. The photo should have a nom de plume on the back and with same a sealed envelope containing card of firm competing. The window that will make sales will be considered the best window. The parcels post matter and mutual fire insurance will receive due attention. A very large attendance is anticipated and a rousing meeting will result. Every Illinois Hardwareman should take the week off and make the investment of railroad fare and expenses; he will reap big dividends. If more information is desired, write Secretary Nish at once.

The Peck, Stow & Wilcox Co., 27 Murray street, New York, issued a circular last month stating that after careful consideration of existing conditions, they have decided to let their general quotations remain as at present, all prices, however, being subject to change without notice.

The fellow who waits for his ship to come in, very often finds that he's waiting at the wrong dock.

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Special Window Displays

The Morehouse & Wells Co., Decatur, Ill., have had a number of attractive show windows in the past, several of which we take pleasure in reproducing herewith. Fig. 1 shows the window during the week of the State G. A. R. Encampment. In this there was displayed no Hardware, wishing only to attract the attention of the strangers that were in town to the store. The tents and trees in the background, as well as the scene on the wall, were painted by one of the employes. The tents in the foreground were of paper. The soldiers were on the march, being operated by an endless belt, the drop being concealed by a clump of trees at either end of the line. The "sod" for this display was made of "No-Dust" colored with dry green. This was found to be an excellent substitute.

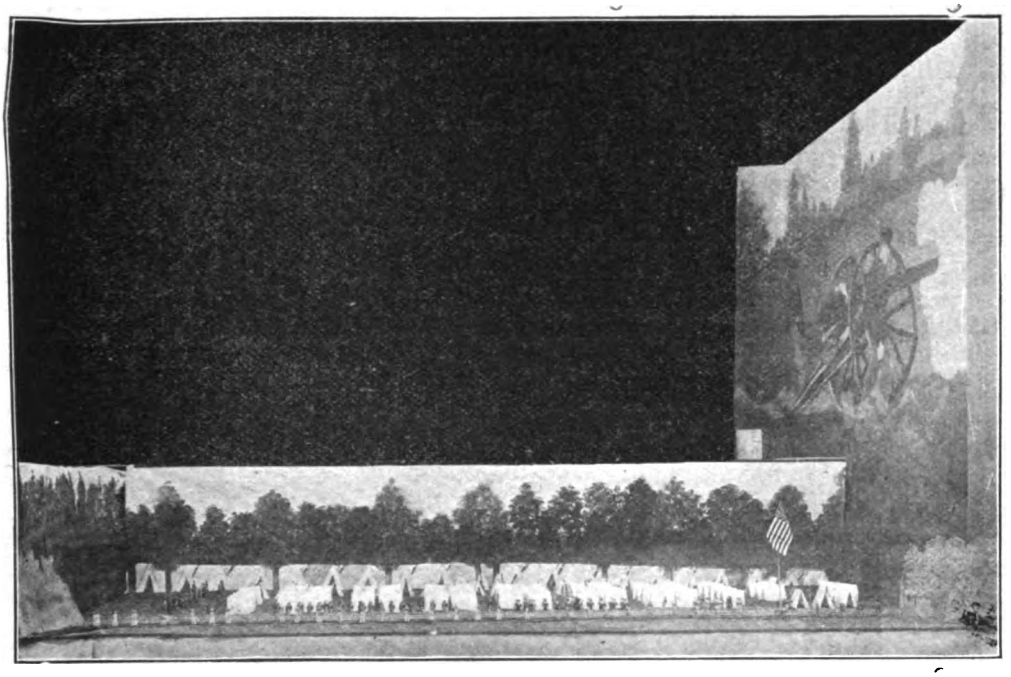


FIG. 1. G. A. R. ENCAMPMENT DISPLAY BY MOREHOUSE & WELLS CO., DECATUR, ILL.

Fig. 2 is a display of saws which attracted marked attention. The window was filled with saw dust and in the back will be noticed a small mill at work. To run this a hot air engine was used, heated by gas. From this was run two belts, one to the saw, and the other down to a crank and arm, which moved the log back and forth. The "log" was set so it would just touch the saw as it passed, thus giving the right sound. In the foreground were displayed numerous saws. Above the saw mill were suspended a couple of porch swings.

Fig. 3 was the "race week' window, showing horse-shoers' tools and supplies. The grand stand in the rear was filled with dolls and on each end was painted the concern's name, "Morehouse & Wells Co., Everything in Hardware." The horses, in the act of going under the wire, were in motion, being fastened to rods which went under the grand stand. On the ends of these rods were pulleys which were connected to a small motor by belts. The fence around the track was made of Hardware cloth, about 4 mesh.

Figs. 4 and 5 show paint displays, in which color cards and pictures of houses, in colors, predominate. The finest street in Decatur was shown in colors, giving a personal touch to the display. Cans of paint were distributed about and the whole tended to make the people think of paint and painting.

Little White Shirt

A young married woman entered a Hardware store and asked:

"Have you got those things for improving a gaslight?"

"Yes, madam," said the dealer. "Here is a complete set, fittings, chimney and mantle——"

"Oh, I don't want the set!" said the woman. "I've got the metal part and the chimney, but the little white shirt is busted; that's the only one I want."

Many a successful salesman owes his good fortune to his manner of shaking hands with customers whenever opportunity offers. A good handshake and a square look in the eyes go with a good character.

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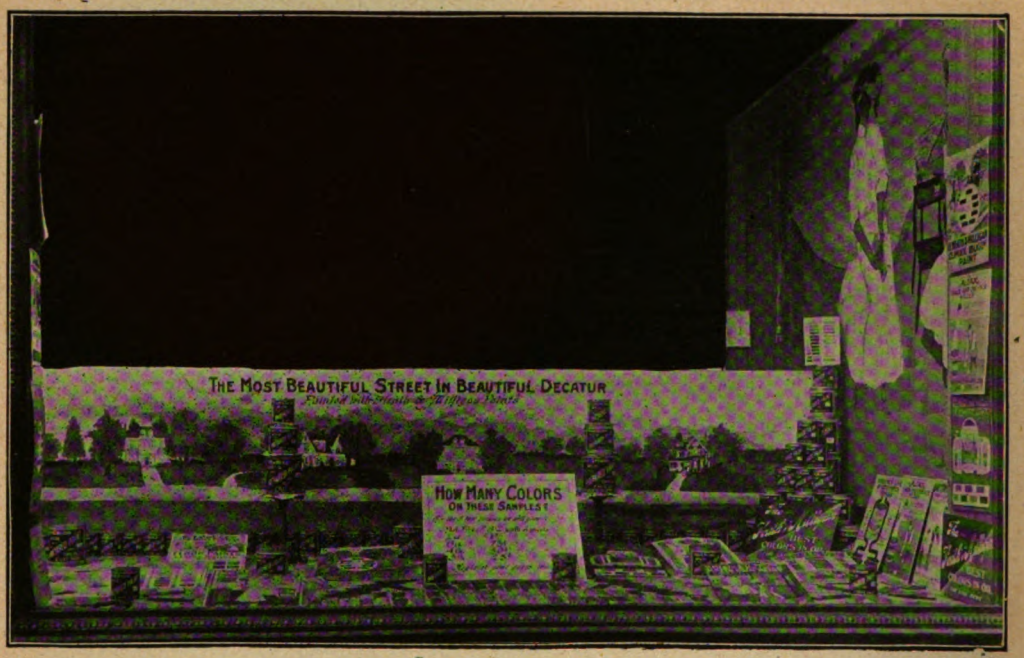


FIG. 4. PAINT DISPLAY BY MOREHOUSE & WELLS CO., DECATUR, ILL.

Clerks who get too dignified to be pleasant with customers are too dignified to draw much pay—or ought to be.

When you do get the cranky customer suited you have made a friend for the store who will speak many a good word.



FIG. 5. A PAINT WINDOW DISPLAY BY MOREHOUSE & WELLS CO., DECATUR, ILL.

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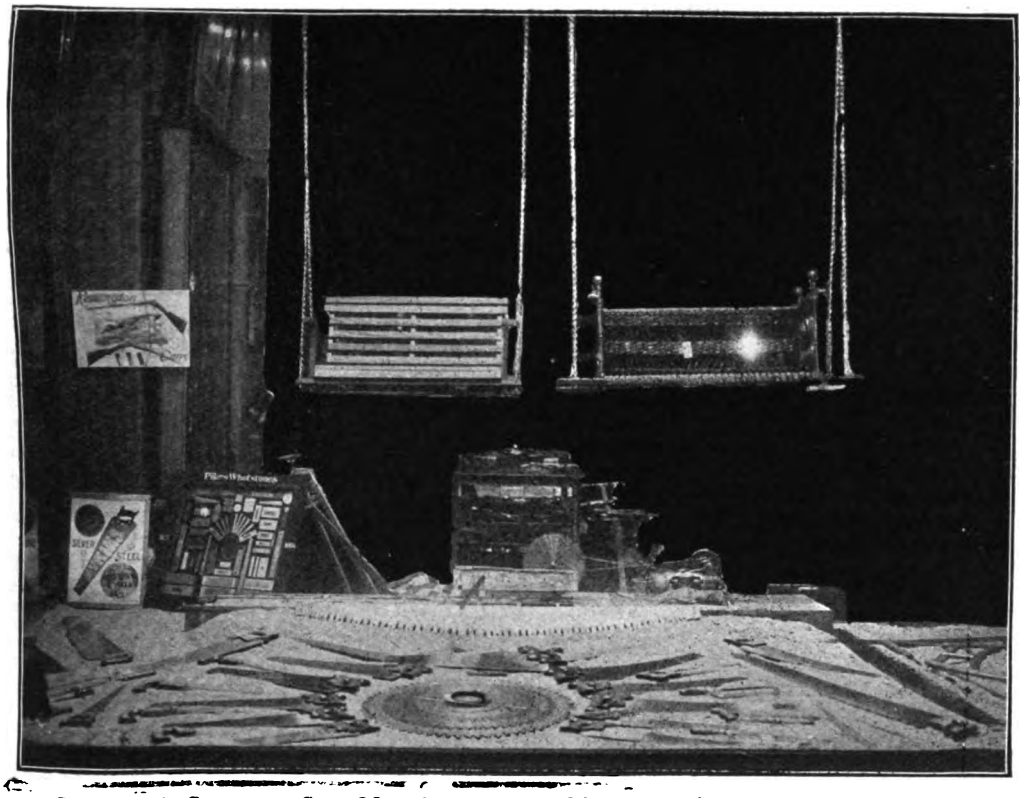


FIG. 2. A SAW AND SAW MILL DISPLAY BY MOREHOUSE & WELLS CO., DECATUR, ILL.

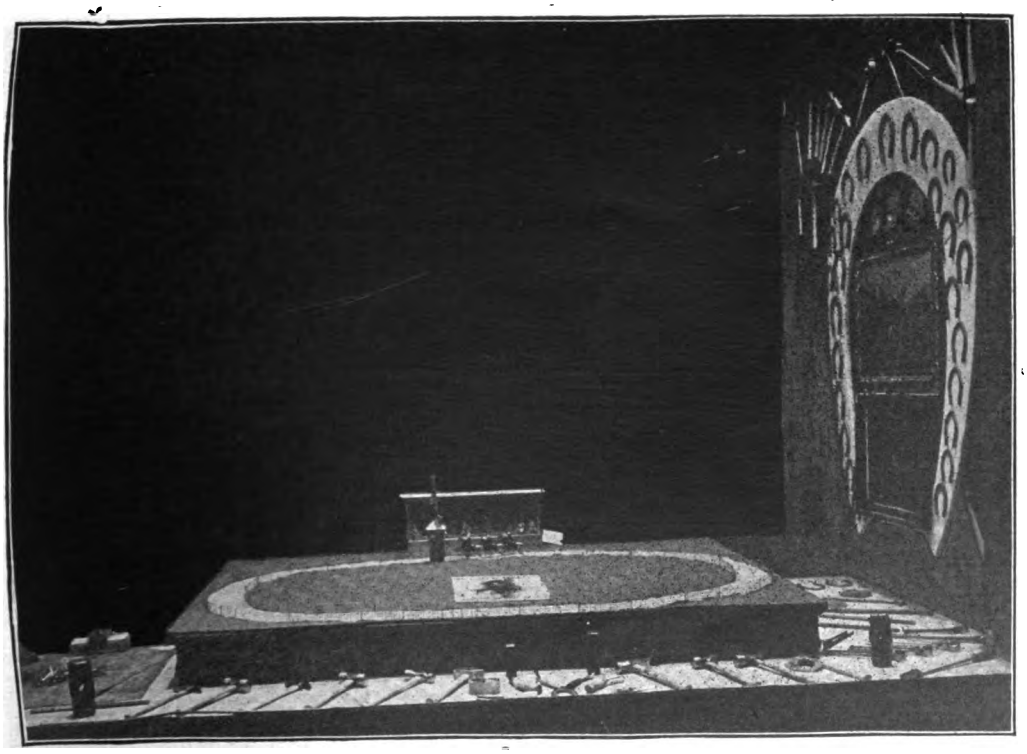


FIG. 3. "RACE WEEK" DISPLAY AND HORSE SHOERS' TOOLS, MOREHOUSE & WELLS CO., DECATUR, ILL.

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HARDWARE STORE EQUIPMENT

Goods Well Displayed Sell Themselves

If I had only $500 to expend on fixtures, I surely would start with an abundance of small cases, such as bolt, screw, file and saw cases. Then my next expenditures would be for two glass cases with plate glass tops, a wall case for guns, etc., for the front end. Then a section or two of patent shelving and drawers for small articles. The balance would necessarily have to be cheap shelving. I believe goods should be well arranged and displayed, and with the fixtures mentioned here would go a long way toward displaying a small stock of Hardware. Although if my expenditures were not limited to $500 I would certainly have more floor cases with plate glass tops, as there are so many nice articles in the Hardware line that must otherwise be kept in a box, as they would soon lose their attractive appearance if displayed in the open. I feel certain that goods sell themselves if properly displayed, and would advise any beginner to invest a certain amount of money in modern fixtures.

R. G. SCHEURER.

Is It a Good Plan to Follow?

I have been in the Hardware and implement business for over fifty years, but have never put in good fixtures for the reason that I was doing business in a country town. Had I been located in a city should have put in good fixtures. I believe a country merchant makes a mistake by putting on a fine dress himself or his store, as customers will think they are paying for it.

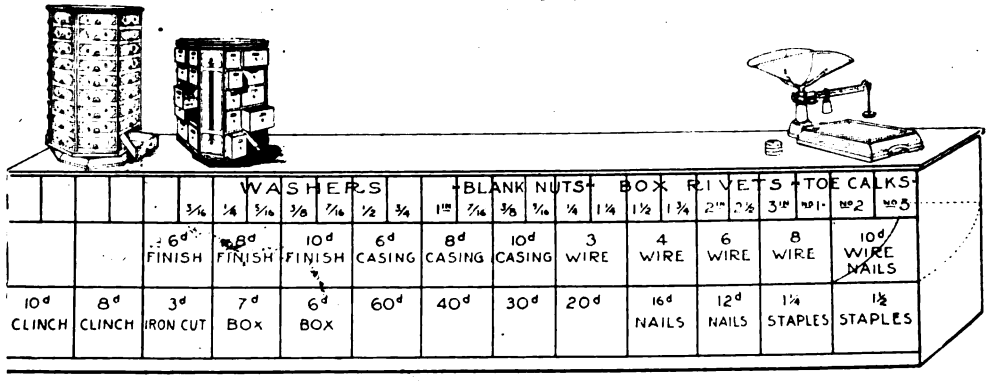
J. H. PRATT.

A Convenient Nail Counter

I commenced to do a Hardware business in my present location in 1873. In 1875 we built a new brick building 25x80 and put in shelving in even sized sections. In some sections the width of three boxes filled the space and we also had smaller boxes, six fitting the same section. This interchangeablity has proved of advantage. We fasten samples on the front of boxes. Of course this arrangement is not up to the times, but we have been well enough satisfied to keep them thirty-two years.

We have a nail counter that has given us equal satisfaction. I send a pencil sketch of it. Thirty-two years ago it was a simple counter with nail boxes close to the floor. Later we conceived the idea of the small drawers under the top, holding 25 lbs. toe calks, nuts, washers or rivets, in each drawer When wire nails came into use we wanted some place to put them, while we disposed of our cut nails, so we put in nail drawers between the lower nail boxes and the small drawers, and made the nail drawers slanting on each end so the nails could be pulled out in the scale scoop with a grab hook. So you see out of our simple counter evolved through necessity a very useful and satisfactory nail counter. It will be noticed that every 18 inches of our counter is capable of holding 250 lbs. You will also notice that we have the nails and fence staples that are most frequently called for in a retail way near the scales. On the other end of the counter we have a revolving bolt case and also a screw case. These we find very convenient.

T. J. LOMAS.



NAIL COUNTER USED BY T. J. LOMAS.

Prefers a Balcony to Store Ladders

If I were going to spend $500 in improvements in the shape of fixtures, it would depend very much on what fixtures I already had, the nature of stock to be shown and the size and shape of my storeroom. In a large storeroom my plan could not be carried out for $500. Here is my idea of the arrangement of a retail store:

Nice wall fixtures with sliding doors, each section about four feet in width, doors alternately plate glass and paneled cherry or mahogany, the unsightly goods to be placed in the section behind solid doors and the attractive goods behind glass doors; these cases to extend the entire length of the salesroom on each side. Instead of ladders to get to the upper shelves, I would have a balcony on each side, with steps at convenient places. The

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front of the balcony, instead of an ordinary rail, I would turn into display cases in this fashion: The base of the balcony rail to be a show case about twelve inches high and eight to twelve inches deep, according to the goods to be displayed; an ornamental rail on the top of the show case, built up to the proper height, would finish it off. If I had width enough I would run a double line of show cases down the center connecting the two ends in front with a half round case. All my cases would be floor cases, solid plate glass tops with plate fronts. I believe in displaying a sample of every article in the house, a la E. C. Meacham. Too many goods are kept out of sight and are not thought of until some customer calls for them, and my experience is that a great many sales are made to purchasers who come into your store and see something they want but had not thought of until they noticed your display. Five hundred dollars would not go far on this proposition in equipping a new place of business, but will help some in remodeling a store already established. GEO. W. COLLINS.

Get Fixtures That Will Save Your Floor Space

More room! More room! More room! That is the cry in nearly every department of every store right now.

With the new stock coming in, store facilities are much crowded.

Here is where your genius for display and economizing space at the same time comes into good play. Also, here is where your knowledge of display fixtures will help out.

Every year something new and economical is invented in display contrivances. You could break yourself by trying to buy everything in sight. Here is where well balanced judgment is needed. You cannot listen to the tempter on all of these things but you can select some of them that will economize space and at the same time display the goods so advantageously that sales will be increased.

Look around you, study the situation and figure carefully. You can probably help yourself with the outlay of a few dollars.

KEEPING POSTED ON STOCK

Use Want Books

We use want books for shorts and depend upon ability to know if in stock. Change price lists if material changes, otherwise changes in cost book only. Introduce new goods by use of windows and advertising in papers.

J. L. HUDSON & CO.

Goods in Customers' Way Sell Best

To keep salesmen posted as to changes in prices, we keep a price book where all changes are promptly entered. It is placed in a convenient position so that clerks can keep goods in their departments correctly priced.

In the introduction of new goods we use window displays, and also call customers' attention to same, and distribute the goods about the store. The goods that are most in the customer's way sell the best.

C. W. BARNEY.

Catering to the Bump of "Curiosity"

For keeping posted on stock shortages, etc., we have hanging on office railing a "want" book, and we instruct our clerks to note there all demands for new goods, note goods running short, etc. This book we inspect each day, pruning out such as we see fit or not wanted, carrying to our buyer's want book, etc., such as needs, purchasing, etc. We mark every item in the house capable of being marked, calling clerks' attention personally to changes in prices. We also remark large articles, and small items are noted on their containers; bulletins announce any heavy increase or decline in prices, until articles are remarked.

New goods we advertise and display in two or more places in our store, and call customers' attention in person to such articles, showing why we bought such items on account of certain specified superiorities over competition articles of similar kinds, etc. We consider everyone has the "bump" of curiosity, more or less developed, and therefore wish to know the why of new or unknown articles.

MAY HARDWARE CO.

We have a stock book in which all goods short are written down. In the introduction of new goods we use newspaper advertising, circulars, window displays and by personal work among our customers. All of these methods are valuable but we are unable to state which one is the most effective. Our prices are usually kept on price-cards and the salesmen are notified of changes made thereon.

W. B. MILLER & SON.

"Keeping Salesmen and Heads of Departments Posted"

The method employed by us is that of furnishing each salesman with a typewritten copy of changes in prices, and briefly stating market conditions; prospects of delivery of shipments direct from factory, and stating sizes which we propose to carry in stock, also rate of freight per doz. or per 100 from factory to our store.

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Our salesmen carry samples of new goods where possible to do so, and with every invoice going from the office, a mailing slip is enclosed illustrating something which we think will interest our customers. We endeavor by personal talks to get our salesmen enthusiastic over some line, which perhaps was not much thought of before, and twice each month, manager, buyers, salesmen, shippers, bookkeeper and last, but not least, the one having charge of collections; all come together in a meeting to "talk it over," and the results are satisfying.

The salesman always thinks the house is pushing his customers a little too strong to pay their over due. Mr. A.'s account is behind four months, but we should know that his wife was sick, and had to be taken to the hospital.

Mr. B.'s account is behind six months, but we should have known that he has been making very considerable extensions to his business, and could not afford to take money that he could use himself and pay us. Mr. C.'s account is behind several months, but then "He's good" and will make a valuable customer some time.

Perhaps there may have been times when the collector may have put it a little too strong, but he remembers that 10 days roll by quickly, and may be that some one else reminded him in terms that could not be mistaken that "the letter looked for (with a check) never came," and it would be expected by return mail.

There is nothing like united, harmonious work, ten men each lifting two hundred pounds can "altogether" lift a ton. These meetings where there can be a free exchange of ideas bring about the concert of action for which they are intended, and each one can see that work which others have to do is very important, and that all should unite in a policy that will make for the advancement of (not his particular end), but the whole business.

KANE & KEYSER HARDWARE CO.
J. E. Keyser.

Educational Features in a Wholesale Hardware House

In remodeling and increasing the space devoted to offices for the wholesale Hardware house of Amiot, Lecours & Lariviere, Montreal, Canada, provision was made for a lecture room where 150 people could be accommodated at one time. In this room each month practical lectures will be given on some trade topic by experienced members of the store or office staff. Small tables are scattered about the room. Following the half-hour lectures there are cards and refreshments, and a piano is also placed in the room. A ladies' sitting room and kitchen adjoin the lecture room. Social meetings are held at night, weekly, on Wednesdays for the men and on Mondays for the ladies, from September to April. One of the educational features to be enlarged by Mr. Fred C. Lariviere is a business library, which has already been started, and one of the publications kept on file is this Magazine. The general and private offices are richly but plainly furnished.

AN INCENTIVE FOR ECONOMY.

With the desire of having all the staff, without distinction, share in the profits, the company have established what shall be known as "The Savings Counting House of the Staff." This is the title of a little booklet which has been distributed amongst the staff, discussing and giving rules and regulations of a new scheme for inducing the staff to economize and save money.

Some of the rules follow:

Article 1. "Those who wish to place their savings with the company will receive, on making their first deposit, an account book, after having given their name, address and occupation. Interest at the rate of 6 per cent. per annum will be paid to each depositor on Dec. 31 of each year.

Article 4. "Any one having $100 to his credit will have the right by informing in writing, the secretary of the company to place that amount in the Profit-Sharing System herewith established, in proportion, of the year's earning and pro-rata for the time the amount will be in the company's hands. This will entitle the owner to participate in all the earnings of the company on the same basis as the capital stock of the company, and these net profits shall be placed to the credit of each one entitled to on the 1st of February each year, and will then bear interest. A limit of $1,000 is hereby fixed for each.

Article 6. "Any one having $100 or more invested in the Profit-Sharing System will have the privilege to be allotted stock in the company by making application to the secretary.

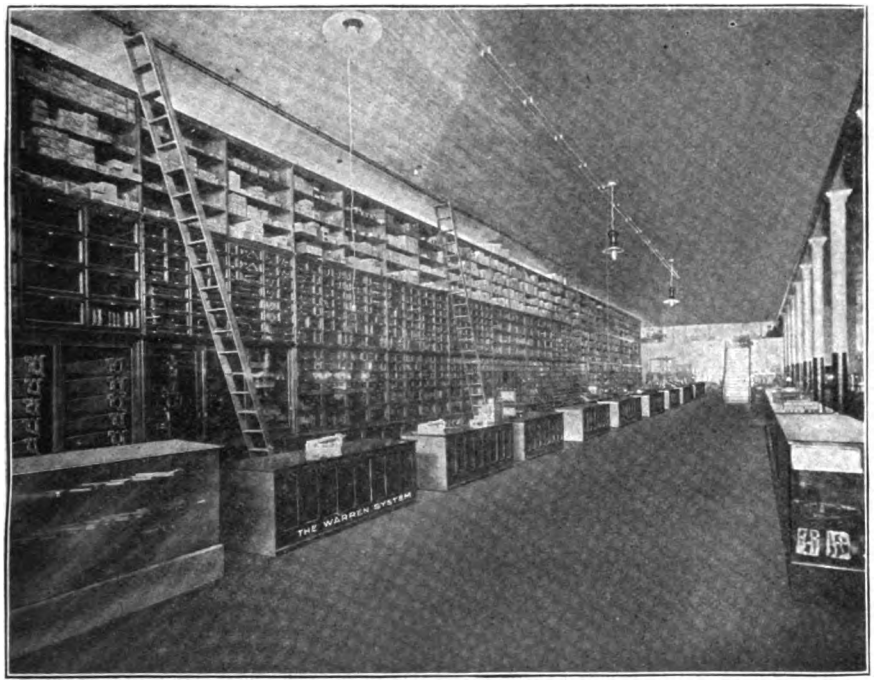
Article 11. "The company reserves to itself the right to refuse to receive at any time funds from the staff for the account of the Savings Counting House, also, the privilege to refund one, a few or all those having amounts to their credits at any time, but without prejudice to acquired rights and privileges."

H. E. Stirn, Morristown, N. J., a retail Hardware dealer, has circulated an attractive wall calendar among his customers. The pictures on the larger portion of the cardboard are in three colors, and comprise a number of attractive subjects. The monthly calendar sheets are at the bottom, and between the two appears Mr. Stirn's modest announcement of the general lines carried in stock.

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An Alabama Hardware Store

The Prowell Hardware Co., Birmingham, Ala., have recently completed the installation of new fixtures, etc., in their store. It is equipped throughout with the Warren System. The illustration shows one side of over 100 feet in depth, with offices at the rear on an elevation overlooking the entire store. This is a practical idea of being able to observe all events occurring. The company is composed of active, young Hardware men and has a promising future. The store is now one of the handsomest in all the South.



INTERIOR VIEW OF STORE OF PROWELL HARDWARE CO., BIRMINGHAM, ALA.

The Store Salesman

The Retail Salesman: "If I only had your opportunities, Mr. Traveling Salesman, I think I could be nearly satisfied. Your field is so much broader than mine, your work is pleasanter, you deal with a better class of people, you have better chances to show what sort of stuff is in you, you have better opportunities for record-making and, besides, you are better paid."

The Traveling Salesman: "My dear friend, you have scarcely guessed a single guess right. The advantages are all on your side. It takes a very high order of merit to make a genuine success on the retail floor. The fellow who scoffs at the 'clerk' simply does not know. He's a critic and a critic is one who could not do it himself. Of course, any one can be an order taker, but retail salesmanship, I tell you, is a fine art. Its failures are many, for its requirements are great. We fellows on the road can divide our customers into one, two, possibly three, classes. In a little while we get them all classified and handle them more or less perfunctorily. They are all storekeepers. But you, on the retail floor, must deal with classes, not one, two, three, but one hundred, two hundred, a thousand—all kinds and conditions. And they are not all of one occupation or sex either. You must know how to meet all comers. To do this well—that is the real test of salesmanship. It sometimes takes greater ability to sell a dainty woman an eight-dollar air-tight heater than to sell a merchant a carload of steel ranges, and the one, if rightly done, may lead to as great results as the other. And as far as compensation goes, I can now place a real salesman in a real store at a salary—well, it's tempting. I would take the place myself if I could fill it—then, at least, I would have a home."



TRADE MARK OF A MICHIGAN HARDWARE FIRM.

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Special Show Cards and Advertising

To the Editor:

Under separate cover I am sending you a number of show cards which we have used for our "special weekly sales" in connection with the window displays. They are different from the usual show cards and being so unusual, have drawn marked attention. They have sold immense quantities of goods and have proven decidedly effective. Most of the cards are 22x 28 inches, and of a stiff, smooth-surfaced board. The borders, figures, letters, pictures ot tools, etc., are done by brush work.

A. J. HOVEKAMP.



DETAILED INFORMATION ABOUT TOOL SET.



TELLS WHAT IT IS AND WHAT IT WILL DO.



A PROSAIC ARTICLE DESCRIBED INTERESTINGLY.



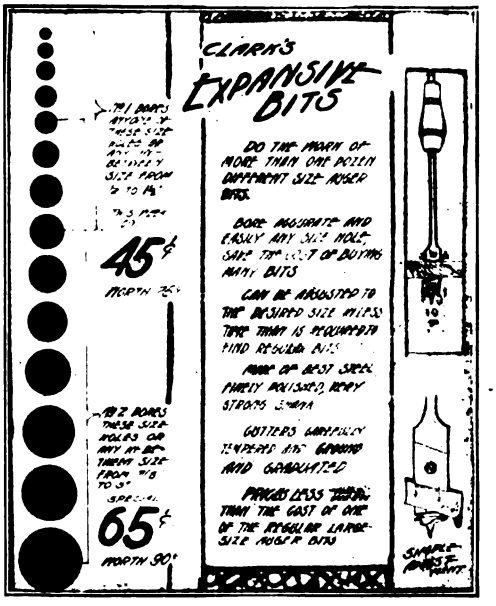
A GOOD HAMMER SHOW CARD.

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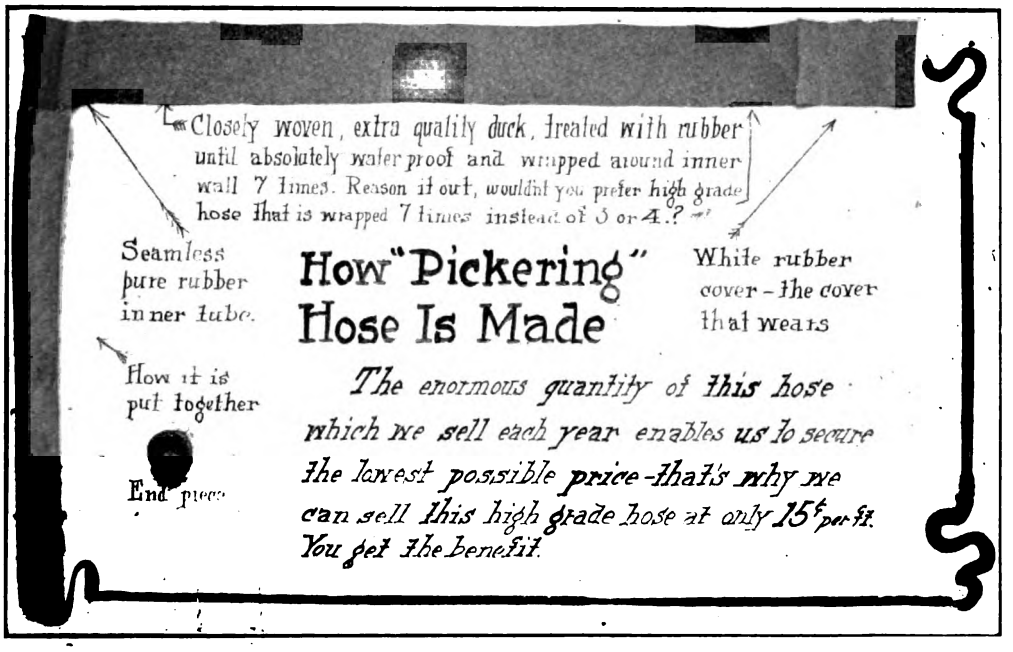
Editor's Note.—The general character of this entire line of show cards used by the Pickering Hardware Co., Cincinnati, O., is shown by the engravings herewith, which have been materially reduced. The talking points on the had a strip of the hose attached to the top of the card showing the various materials that enter into its construction. A round section is shown at the left, while over the words "end piece" is a small portion cut off the end, which



PLAIN TALK ABOUT BUTCHER KNIVES.



ALL ABOUT AN EXPANSIVE BIT.



GARDEN HOSE SHOW CARD WITH SAMPLES OF HOSE ATTACHED.

cards are effective, appealing to the customer. The cut showing the "Pickering" Garden Hose gives a cross section view. In addition to the subjects treated in the cuts herewith, there are

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included in the lot of cards those devoted to block planes, razor hones, incandescent burners, pliers, garden trowels, "zig-zag" rules, nickel ware polish, cork screws, bread makers, hand vises, bond and paper boxes, etc.

A Dainty Acknowledgment of Remittance

In the accompanying illustration is shown a reproduction of a form of acknowledgment for remittances that is used by a large



A DAINTY ACKNOWLEDGMENT OF REMITTANCE.

retail house in the metropolis. In the original it is 3½x5½ inches, printed in several colors. Its pleasing sentiment leaves the recipient in a good frame of mind as he puts the receipted bill in the filing basket.

State Laws and the Sale of Firearms

The prohibition, through legislative enactment, of the sale of firearms in Tennessee, South Carolina and other southern states, has aroused widespread discussion as to the constitutionality of state laws of this character. Fred. I. Johnson, of Iver Johnson's Arms & Cycle Works, Fitchburg, Mass., in presenting the situation from the viewpoint of the manufacturer, says:

"The movement by the legislatures of certain states to prohibit the sale of firearms within those states is, beyond doubt, unconstitutional; it is detrimental to the business interests of the states in question, without in any way restricting the quantity of firearms purchased and in use; it is intended to deprive those who live in rural districts where police protection is inadequate, or wholly lacking, of the means to protect themselves, their families and their property; it is a hardship to an excellent class of merchants, for, while the law proscribes the sale of firearms by hundreds of Hardware stores in the states affected, it does not prevent their citizens from buying such arms elsewhere, and the money thus expended goes, not into the coffers of the local merchant, but into those of great business houses in other states. Such a result is demoralizing to the trade of the state in question, and to the firearms manufacturing industry as well.

"It cannot be denied that firearms have been misused in many instances, and have caused no little loss of life. The same is true, however, of many utilities with which civilization could ill afford to dispense. The trolley car, the railway, the passenger elevator, the steamship, the automobile, and other modern devices cost thousands of lives annually, yet what sane legislator would introduce a measure prohibiting the use of any one of these? In its own field of usefulness the small arm is fully as beneficial as any of them, and exacts a much smaller toll in human life. Only a very small percentage of the firearms manufactured pass into the hands of the criminal classes. The great majority of them are purchased by law-abiding householders and are kept in their homes for the protection of themselves and their families against lawbreaking intruders. The burglar, the highwayman and the assassin prefer the knife and the blackjack. Such weapons make no noise. The law-abiding citizen, however, when attacked, wants to make all the noise he can, and the revolver is, therefore, his ideal weapon for defense.

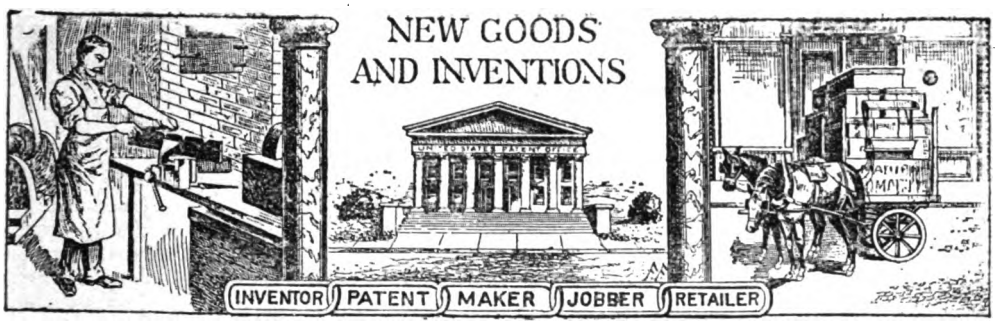
"The police force is an excellent institution, if only for the moral influence it exerts. In how many communities, however, is the police force inadequate? How many communities are there with no police force at all? And even in those communities enjoying the best police protection obtainable, how many instances are on record in which the police have arrived in time to *prevent* a robbery, instead of after the robber had fled? It is not the police that the housebreaker fears, but the defensive weapon of the citizen whose house he enters with criminal intent. Let the housebreaker and the second-story man feel assured that the house-owner is prohibited by law from purchasing or having in his possession a revolver or other small-arm, and he will work with impunity, for he will know that the greatest danger to himself—in fact, the only danger he fears—has been eliminated. The unconstitutionality of any state law prohibiting the sale of firearms is made plain by reference to Article II. of Amendments to the Constitution of the United States, which reads:

"'A well-regulated militia being necessary to the security of a free State, the right of the people to keep and bear arms shall not be infringed.'

"The provisions of this section are broader than they would seem to the superficial reader. They permit not only the *militia* to keep and bear arms, but they permit the *people* so to do. Had it been the purpose to restrict this privilege to the militia, the Amendment would have been made to read, 'the right of the *militia* to keep and bear arms;' but it distinctly says, *'the people.'*

"The Legislatures of Tennessee and South Carolina have acted hastily as well as unconstitutionally. Had they given careful consideration to both sides of the question, it is very doubtful whether such prohibitory laws would have been seriously considered."

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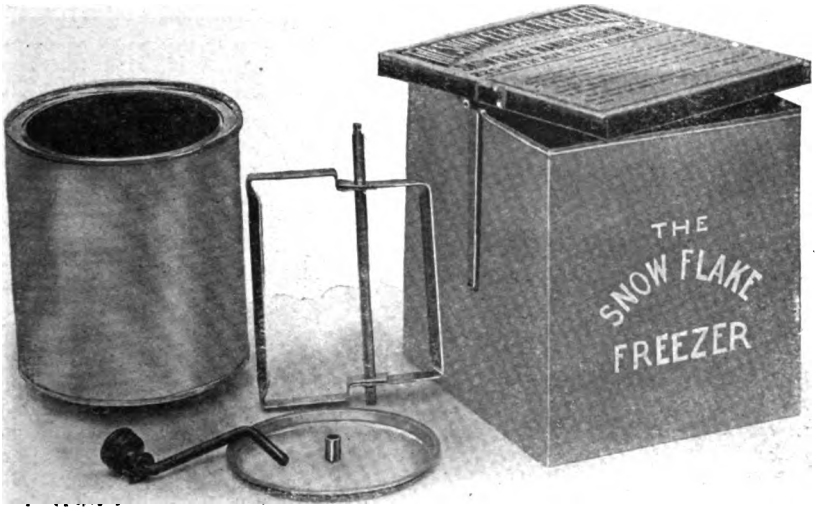
"Snow Flake" Freezer

The Snow Flake Mfg. Co., 225 Fifth avenue, New York, are placing on the market the "Snow Flake" Ice Cream Freezer, illustrated. Inasmuch as some people have taken the article to be a toy, by viewing the illustrations, the company state emphatically that it is



"Snow Flake" Ice Cream Freezer.

an article of utility, and they predict a very large sale and use for it as soon as its merits are comprehended. It consists of a tub or box of heavily galvanized iron, having a reinforced top edge. The cylinder or can has a friction top cover, which is liquid tight when in position. This cylinder contains the stationary dasher, the latter fitting into a lug in bottom of cylinder. The dasher has two blades, one scraping the sides of cylinder and the other blade being placed between the center of cylinder and the other blade, thus keeping the contents constantly in motion. The dasher is of metal, and it, as well as the cylinder and cover, are heavily tinned. The upright end of dasher protrudes through a hole in center of cover; the dasher projection fits in a groove in side of tub, which holds it securely while the handle is put in place in bottom of cylinder, the latter being put in a horizontal position in the tub. After placing the freezing mixture about the cylinder and turning for a few minutes the ice cream or sherbet, or whatever is being frozen, is ready to "ripen" and then serve. A small amount of ice is sufficient to freeze the cream. The makers claim that one-half the usual amount of ice required by the ordinary freezers is sufficient for this one. The Freezer being covered obviously effects a saving in ice. If only a portion of the frozen cream is used, the remainder can be readily kept by replacing the can in the tub and the whole outfit placed in the refrigerator. The convenient size of the Freezer will appeal to



Parts of Freezer. Can, Dasher, Crank and Tub.

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the housewife. The few parts, all of metal, are readily cleaned, and then the box is placed on the pantry shelf with the pans, etc. It will also be found a convenient shelf package by the Hardware merchant. The quart size tub is 5¼x6x5½ inches. The larger sizes are in proportion. The Freezer comes in 1, 2, 3 and 4-quart sizes. The complete Freezer is put in a neat pasteboard box, and a dozen boxes to a crate. Its convenient size makes it easy of demonstration in the store or show window. Its simplicity in construction and operation appeals to the housewife as well as its low price.

"Easywork" Mop Wringer

The Burnham Specialty Co., Waterbury, Conn., are placing on the market the "Easywork" Mop Wringer, illustrated. It is simple in construction and operation. All the parts, save the wood rollers, are made of iron and steel and then galvanized to prevent



FIG. 1. "EASYWORK" MOP WRINGER.

rusting. Boiling water containing disinfectants or chemicals can be used without inconvenience or damage to the operator or to the Wringer. It is a complete article of pail and wringer combined. When it is desired to bring the two wooden rollers together to

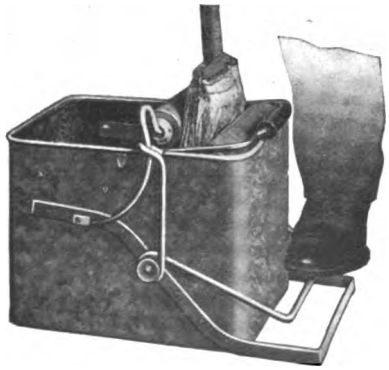
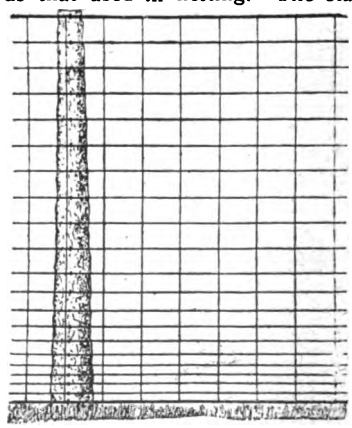


FIG. 2. WRINGING A MOP.

wring out a mop, the foot is placed upon the treadle and forced down to the treadle brace, bringing the two rollers together at one end of the bucket. When the foot is removed, a spring brings the moving roller back to its original position. The treadle brace acts as a support for the bucket, and keeps it from upsetting, even though the operator's entire weight be placed upon the treadle. The bucket is square in shape with the corners rounded, which is an advantage from a sanitary point, as it is easy to keep the bucket clean. The inside of the bucket is provided with a guide for the mop, bringing the mop against the stationary roller in compact form and effectually wringing out the same. The rollers are situated at either end of the pail, with no lost space and leaving ample room for access to the bucket. Fig. 2 shows the act of withdrawing the mop from the bucket. The operator places as much weight upon the treadle as is necessary to wring the mop, partially or completely, as desired. The mop is drawn upward between the rollers, leaving all the water and dirt below the rollers and below the surface of the bucket. This Wringer, operated by hand and foot, provides a means by which the operator has complete control and can wring the mop to any degree desired.

"Square Deal" Poultry Fence

The Keystone Fence Co., Peoria, Ill., are manufacturers of the "Square Deal" Poultry Fence, illustrated. The top strand is made of No. 11 wire, bottom strand of No. 12 wire, intermediate strands and stays of No. 14 wire. The lightest wire used is four times as heavy as that used in netting. The stays are



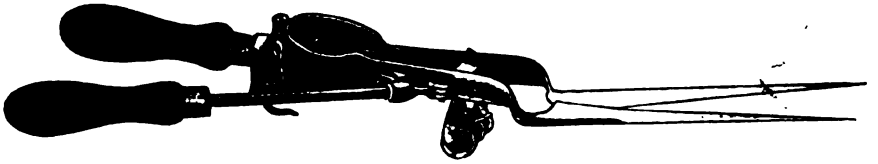
"SQUARE DEAL" POULTRY FENCE.

6 inches apart. The first four spaces are 1½ inches. This style Fence is put up regularly in 10 and 20-rod rolls. Special length rolls can be furnished for slight extra cost. The Square Deal lock clinches the wires together so they cannot slip. Wires are well covered with a smooth, even, heavy coat of galvanizing. This style Fence is adapted for other purposes than poultry; it can be put around a garden, protecting it from all invasion, strong enough to keep out any kind of barn stock, close enough to keep out little chickens.

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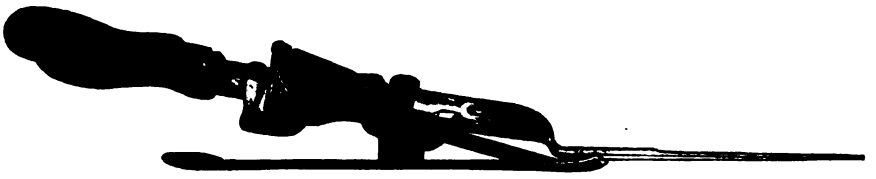
"Star" Lawn and Hedge Trimmer

Kampfe Bros., 8 Reade street, New York, are placing on the market the "Star" Lawn and Hedge Trimmer, illustrated. It is simple in construction and operation. When



"STAR" LAWN AND HEDGE TRIMMER.

using the shear for trimming edges, lawns, flower beds and other places inaccessible to the lawn mower, you can adjust the roller underneath the shear by drawing same back or forth, thereby regulating the shear to cut the grass to a desired length. There is no strain

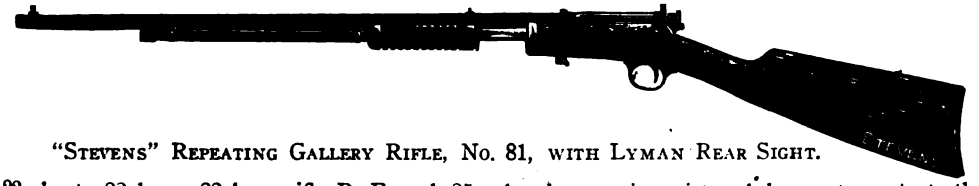


GUIDE USED WHEN TRIMMING HEDGES.

or cramped feeling in the hand when operating the Trimmer. It is easily operated by the use of both hands. The shear blades are so adjusted that it becomes impossible for the blade to jump out of place. The quality of steel and workmanship in the blades is similar to the sheep shears, but they are made heavy enough to be used in conjunction with the hedge trimmer guide, which is readily adjusted by a small set screw, enabling the user to trim any hedge with ease and accuracy.

"Stevens" Repeating Gallery Rifle

The J. Stevens Arms & Tool Co., Chicopee Falls, Mass., are offering the trade the No. 8 "Stevens" Repeating Gallery Rifle, fitted with the Lyman sight, illustrated. It has bolt action, operated by the sliding fore-end, the mechanism being simple. The Rifle will take



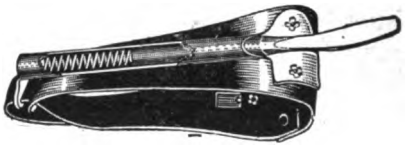
"STEVENS" REPEATING GALLERY RIFLE, No. 81, WITH LYMAN REAR SIGHT.

.22 short, .22 long, .22 long rifle R. F. and .25 Stevens R. F. cartridges. It will shoot sixteen .22 short, fourteen .22 long, twelve .22 long rifle R. F. and twelve .25 Stevens' R. F. cartridges. It is provided with 24-inch round barrels, extreme length being 41½ inches, varnished black walnut stock, blued trigger guard, rubber butt plate. The No. 80 is fitted with bead front and sporting rear sights. The No. 81 is fitted with Lyman front No. 5, and also Stevens Leaf and Lyman receiver sights. The No. 82 is fitted with Lyman front No. 5, and Stevens Leaf and Lyman Receiver with cup disc sights. These Rifles have the same high degree of accuracy as is found in their single shot arms.

The Samson Cordage Works, Boston, Mass., issue their desk calendar for this year in a dark green color. Removable monthly sheets comprise the calendar, above which, in a mica tube, is a sample of the company's well known Spot Cord.

"Aikin" Husker

Smith & Davis, Ames, Ia., are makers of the "Aikin" Husker, illustrated. It has a spring-mounted point, a feature appreciated by users. It slips over the mitten or glove, will



"AIKIN" HUSKER.

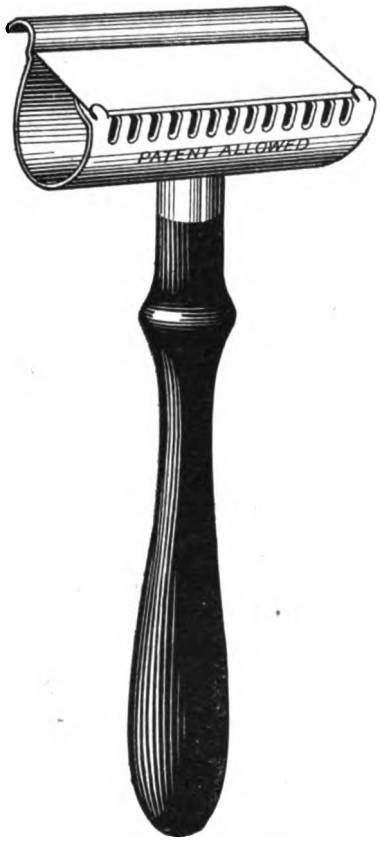
not blister the hands or fingers, holds the hand firmly together, making it impossible to jar hand or strain wrist and does not penetrate the ear when removing husks.

Amiot, Lecours & Lariviere, Montreal, Canada, have been sending out a wall hanger with calendar sheets at the bottom, and several views of their store and showrooms in the upper space.

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"Model" Safety Razor

The Novitas Mfg. Co., 153 High street, Waltham, Mass., are placing on the market the "Model" Safety Razor, illustrated full size. It is composed of a one-piece holder, heavily



"MODEL" SAFETY RAZOR, FULL SIZE.

nickeled and polished, a waterproof ebonoid handle having nickeled ferrule, and a keen, steel blade. This blade is said to be heavy enough to shave properly without vibrating and does not require an extra support to obviate this



INNER AND OUTER RAZOR CASE.

trouble. The steel for the blades is prepared after a special formula and is automatically hardened, ground, honed and stropped. The output is turned out in quantities by automatic machinery. Each blade passes through twenty-seven distinct processes. Each blade is claimed to average fifteen shaves. The Razor is self-adjusting. The blade is inserted between two small lugs, and securely snapped into place. The corners are entirely protected. The Razor and blades are packed in a heavy cardboard box which slides into an outer box. It is sold at a low price.

"White" Mop Wringer

The White Mop Wringer Co., Fultonville, N. Y., are placing on the market a new "White" Mop Wringer, illustrated. The entire construction is of malleable iron except the wood handle. The Wringer is built on the same general principles as their well known



"WHITE" MOP WRINGER.

line. As malleable iron alone is used the device will never rust out. This Wringer is made Janitor's size, for both round and flat mops, the round Wringer being known as No. 7 and the flat as No. 8. Both will bear the usual warrant and guarantee of satisfaction which appears on all "White" Mop Wringers.

J. Wiss & Sons Co., Newark, N. J., call the attention of the trade to their Tinners' Hand Snips. They have forged steel frames, with high grade crucible bar steel welded to inside of blades. The Nos. 6½ and 7 Snips will cut a 20d wire nail, the No. 8 a 10d and the No. 9 Snip will cut at 12d wire nail without bending handles, breaking or dulling edges of blades. Such severe tests, the makers state, will fit them to withstand any work for which they may be used.

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"Manning-Bowman" Alcohol Gas Stove

Manning, Bowman & Co., Meriden, Conn., are placing on the market the "Manning-Bowman" Alcohol Gas Stove, illustrated. The Stove makes its own gas, burns with a hot blue flame, the same as a gas stove; makes no smoke and no odor. It is claimed to have three times the heating power of a regular chafing dish lamp, yet is regulated to a simmering flame at a touch. The cost of operation is less than two cents per hour. The Stove comes with single or double burner, finely nickeled, is very economical in use, and is an ornament for any sideboard. It adds much to the comfort of summer cooking, and suggests great possibilities for impromptu luncheons and for use on outing trips, as it is light in weight and readily carried. It is especially adapted for using denatured alcohol, although any good alcohol can be used. The makers remark that with this Stove the possibilities of chafing dish cookery are more than doubled. The company also furnish the Alcohol Gas Stove Accessories, which comprise a chafing dish, waiter, teapot, tea kettle, flagon, toaster, cutlet dish, a plate warmer and a "Meteor" Coffee Percolator. With this outfit the hostess can serve a dainty after-theater lunch, etc., with a minimum of time and labor, and all done on the dining-room table.



"MANNING-BOWMAN" ALCOHOL GAS STOVE.

The Burgess-Norton Mfg. Co., Geneva, Ill., in a folder present the entire line of "Black Eagle" tempered steel Hatchets. They are made in seven styles, Shingling, plain and claw heads; Youth's strap claw head, Shingling octagon head, Half Strap and Half Solid claw head, and half octagon head. Each has hollow steel handle and oil-tempered blade.

Hemp & Co., St. Louis, Mo., in a new catalogue, show their line of Air-Tight Heaters, Stove Pipe, Elbows, Roof Flanges, Stove Pipe Caps, Ventilators, Well Buckets, etc. They sell to jobbers only.

Geo. E. Benton Co., 99 Reade street, New York, in a new catalogue, present the line of "Neverslip" Hedge, Grass and Pruning Shears; Tinners' Snips, etc. The feature of all these tools is the serrated blade, which are non-slipping, self-sharpening, and enable the user to do an increased quantity of work.

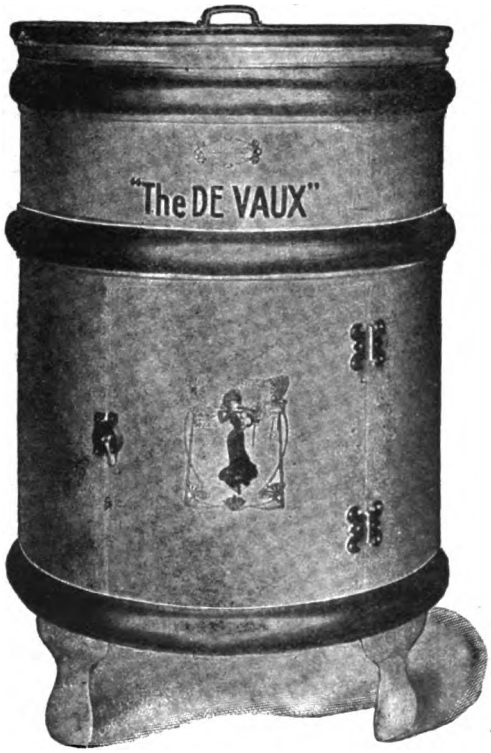


GAS STOVE USED WITH CHAFING DISH.

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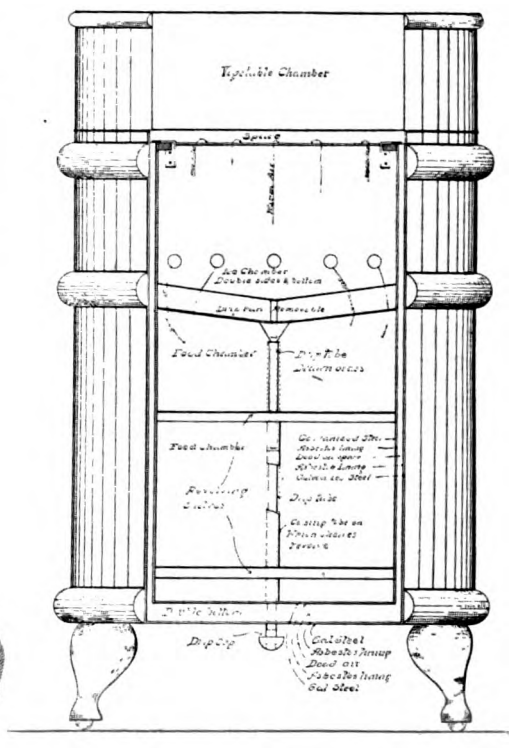
"De Vaux" Refrigerators

The Home Metallic Refrigerator Co., Albert Lea, Minn., are manufacturers of the "De Vaux" Sanitary Metallic Refrigerator, illustrated. It is cylindrical in shape, made entirely of galvanized steel. The casing or sides being made of two sheets of galvanized steel one inch apart, thoroughly lined with walls of linofelt, giving a dead air space, makes it a great non-conductor of heat. The ice chamber and revolving shelves are detachable and easily removable when it is desired to thoroughly cleanse the interior. The construction of the ice chamber is such that the non-sweating apron attached underneath prevents



"De Vaux" Metallic Refrigerator.

any moisture or dampness in the food chamber and at the same time effects a saving in ice in cooling the air. There are no corners in the food chamber where particles of food or germs can lodge. There is no reaching over dishes or daubing the sleeves into the food, or knocking things over trying to reach something at the back side; simply turn the shelf, as it readily revolves, and the article or space desired is at once in front of you. The round shelves offer a maximum of space, as round or oval dishes can be used with no lost space. In addition to the ordinary food chamber, this Refrigerator is equipped with a separate chamber for green vegetables, such as berries, fruit, etc., which do not require as low a degree of temperature as the other foods. It is so constructed that it is placed directly over the ice chamber, thereby maintaining a uniform temperature, without having any access to the food chamber; thus eliminating all possibility of taste, odor or unsanitary conditions. The De Vaux system of refrigeration is scientific. It consists of circulating partially cooled air in a direct current around and over the whole of the ice chamber, the walls of the casings or sides being round, allowing a free circulation. The Refrigerator is made in several sizes having ice capacities from 35 to 120 pounds, in heights from 36½ to 50 inches, and weighing from 100 to 200 pounds. The outside is finished in imitation oak, white enamel inside, with locks and hinges of solid brass, polished.



Interior View, "De Vaux" Refrigerator.

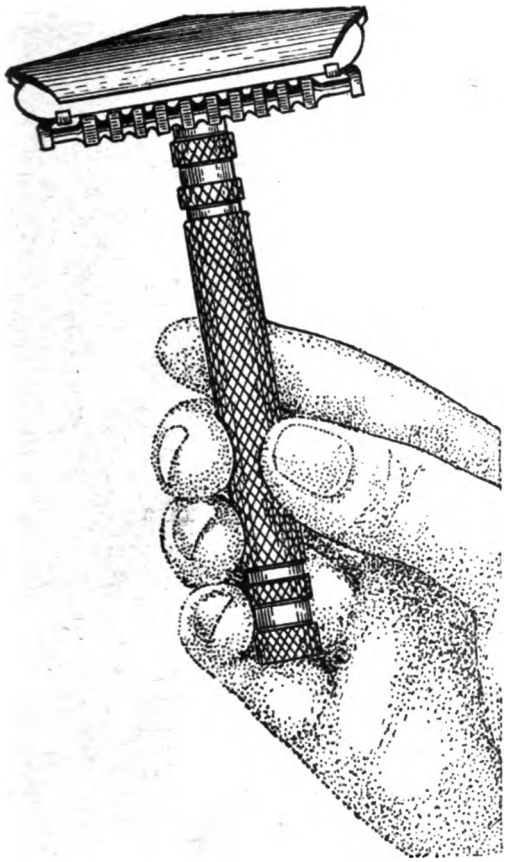
The Forsyth Mfg. Co., Buffalo, N. Y., recently issued as a souvenir a nickel plated match safe for holding parlor matches. It is adapted to be hung on the wall.

Royal Mfg. Co., Lancaster, Pa., manufacturers of hand-power and foot-power Grinders and Sickle and Disc Grinders, have issued a couple of booklets, one entitled "Hints on Grinding," giving useful information on how to grind and how not to grind. The other booklet is "The Story of David Maydole," which is to be used as an aid in selling the company's machines. These booklets are furnished the trade as advertising matter, and will doubtless be appreciated by many Hardware dealers.

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"Jewett" Roller Guard Safety Razor

The Huber Sales Co., Schofield Building, Cleveland, Ohio, are placing on the market the "Jewett" Roller Guard Safety Razor, illustrated. It derives its name from the guard, which is in the form of a roller, and



"JEWETT" ROLLER GUARD SAFETY RAZOR.

when in use rolls as the Razor is drawn along against the face. The blades used are very thin and yet the makers claim they have a steel that will hold a shaving edge that will stand eight to fourteen shaves, according to the weight of the beard. The handle and frame are riveted together. The blade is held in position by means of a metal holder or clip which slips over the top of the blade and also under the frame. There are no sharp corners on the blades, which have one edge. The handle is milled and affords a firm grasp by the fingers. The outfit consists of Razor, 15 blades and case. The illustration shows the Razor full size.

Enameled Chamber Set

The Cleveland Stamping & Tool Co., Cleveland, Ohio, are offering the trade an Enameled Chamber Set, illustrated. Among the meritorious features are its durability and cleanliness, as well as beauty of design. The



CLUB SPITTOON.



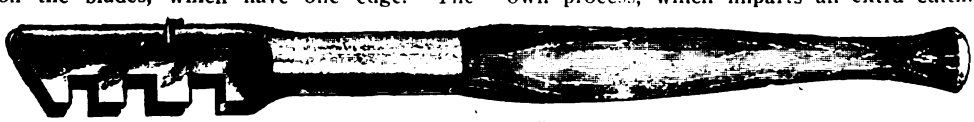
ENAMELED CHAMBER SET.

new Club Spittoon has a removable cover, is neat in design and well finished.

Sincerity isn't necessarily solemnity. You can be honest, interesting and cheerful, all in one advertisement.

"Hart" Glass Cutter

The Hart Mfg. Co., Unionville, Conn., are placing on the market the "Hart" Glass Cutter, illustrated. This tool is made on an improved plan, the socket head being of sheet steel drawn up with a socket for the wood handle and with a wire detachable pin. This pin can be readily removed whenever the cutting wheel becomes dull. The wheels are made from a special steel, hardened under their own process, which imparts an extra cutting edge. The concern are working on a new line with "pen holder" handles, hollow, which will be entirely of sheet steel, save the cutting roll.



"HART" GLASS CUTTER.

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"Universal" Heel Plates

The Root Bros. Co., Plymouth, O., manufacturers of Cobbler Outfits, Lasts and Stands, are placing on the market the "Universal" Heel Plates, illustrated. They are made of high grade malleable iron, and possess



"UNIVERSAL" HEEL PLATES.

toughness and great wearing qualities. The Plates are made in various sizes to fit the different sizes of heels, and are a preventative of run-over heels. A new catalogue has been issued, which will be sent upon request.

"Read's" Tail Tie and Band

O. B. Read Mfg. Co., Troy, N. Y., are the manufacturers of "Read's" Tail Tie and Band, illustrated. The "Holdfast" Tie is made of spring steel, nickel or brass plated over heavy copper plate, and lined with corrugated



"HOLDFAST" TAIL TIE.

rubber, the latter feature giving it a "holdfast" quality. It can be attached with gloves or mittens on. The device has no hinges, buckles or straps, and does not irritate or injure the hair.



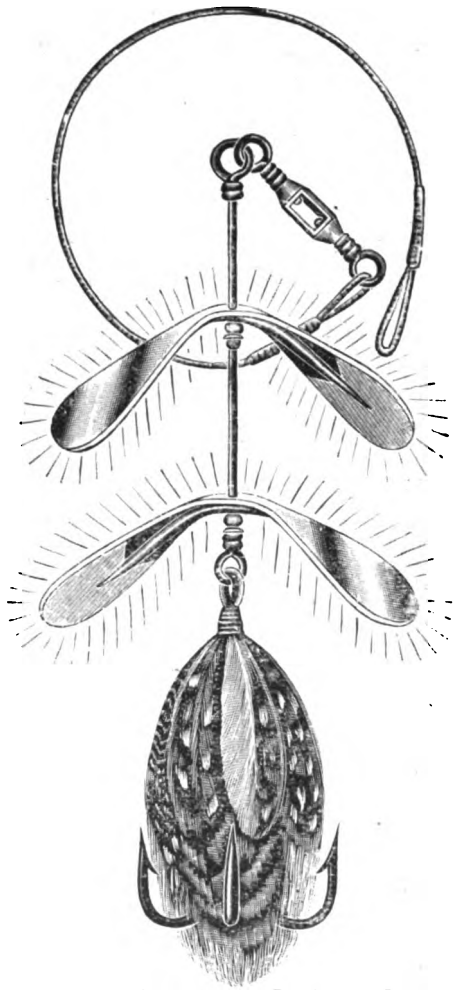
"NEVERSLIP" TAIL BAND.

The "Neverslip" Tail Band has eleven diamond-shaped tongues or lips, arranged alternately, and will not lose as the hair is wedged in between them. It can be attached with gloves or mittens on the hands. It is made of special steel, japanned or plated.

The Malin & Co., Cleveland, O., issue a number of booklets presenting their lines of Spooled Wire, Galvanized Wire Clothes Lines, Belt Lacing Outfits, Music Wire, Stove Pipe Wire, etc.

"Pfluger's" Luminous Tandem Spinner

The Enterprise Mfg. Co., Akron, Ohio, are offering the trade "Pfluger's" Luminous Tandem Spinner, illustrated. This Bait when placed in the water emits a phosphorescent glow and the luminous properties of this glow, together with the artificial appearance of the Bait, attracts fish from an unusual distance. The shine is not a brilliant one, but just enough to represent the unusual glittering scales of a live fish in the water. When applied to trolling or other baits it gives out an



"PFLUGER'S" LUMINOUS TANDEM SPINNER.

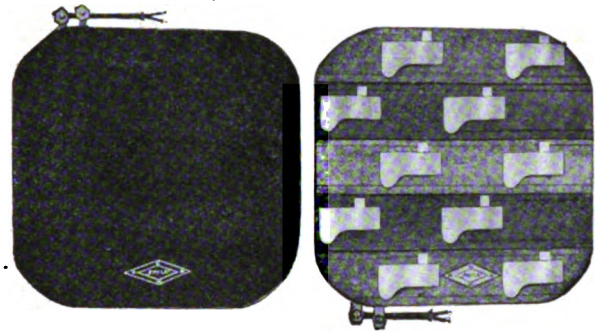
alluring effect, especially at night when the best fishing prevails. The Bait is also well adapted for day use, and is successful in dark, deep and roily waters. The Bait illustrated comes in three sizes—Nos. 0, 1 and 2, the illustration being of No. 2, full size.

It is far better to turn over the trimming of show windows to one of the clerks than to allow every one in the store to "butt in."

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"Flush" Floor Tread

Partrick, Carter & Wilkins, 22d and Wood streets, Philadelphia, Pa., are placing on the market the "Flush" Floor Tread, illustrated. It is made in the same general form and plan of their Electric Floor Matting. The

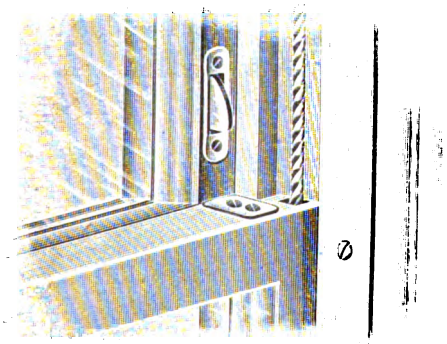


"FLUSH" FLOOR TREAD.

Tread is 6¾ inches square, is thin, consisting of five strips of wood 1⅝ inches wide, which are held together by a piece of cloth glued to the back. This rests on the floor underneath the rug or carpet. A person stepping on the rug, mat or carpet, touching any part of the Tread, closes the circuit and causes a bell to ring. Stepping on any one of the ten pieces of metal acts the same as pushing on an electric bell button. This Tread can be used in many places instead of the ordinary foot push. It is but an eighth inch thick and with ordinary care will last for years.

"Perfect" Ventilating Sash Lock

The Taylor Mfg. Co., Hartford, Conn., are placing on the market the "Perfect" Ventilating Sash Lock, illustrated. It is made from steel. This Lock is intended to be placed about five inches above the lower sash. With



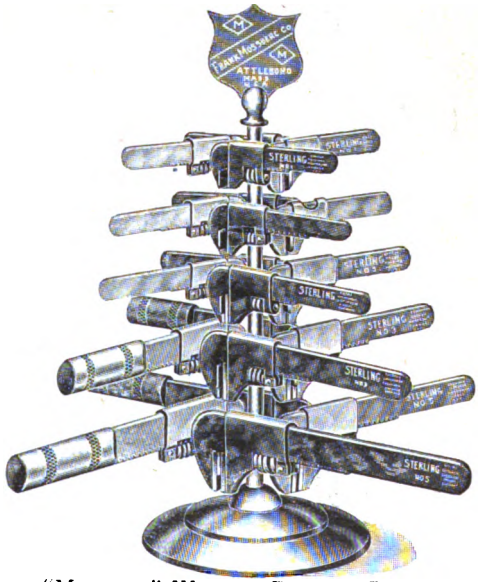
"PERFECT" VENTILATING SASH LOCK.

this device, either the upper or lower sash, or both, can be opened a few inches for ventilation, and yet be secured against intrusion. By pressing in the catch, the window can be opened full width, and the simple act of closing the window automatically locks it. A bumper plate is provided to prevent marring the lower sash. The Lock can also be used in place of the ordinary sash lock. Furnished in any finish desired, the standard finishes being dull nickel, bright nickel, oxidized copper and plain brass.

Stewart & Clark Mfg. Co., 502 Diversey Boulevard, Chicago, Ill.; in a folder, illustrate the "Stewart" Speedometers for use on automobiles.

"Mossberg" Wrench Display Stand

Frank Mossberg Co., Attleboro, Mass., are offering the trade the "Mossberg" Wrench Display Stand, illustrated. The problem of displaying such a staple article as wrenches is simplified by the use of this metal Stand. It is capable of holding twenty different types and sizes of wrenches. The Stand



"MOSSBERG" WRENCH DISPLAY STAND.

is 17 inches high with a base 7 inches in diameter. It is nickel plated and highly finished. When mounted full of wrenches it makes an attractive window or show case display. The Stand is furnished with three assortments of wrenches, or to those who want to make their own wrench selections, the Stand is sold.

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"Ideal" Brooder

J. W. Miller Co., Freeport, Ill., are makers of the "Ideal" Brooder, No. 3, illustrated. It is made of Washington cedar and therefore no lice can live in it. The Brooder is heated with hot air and no fumes can get to the chicks. Every inch of the hover is the same temperature. There is no crowding around the lamp, as the chicks run all over the Brooder and keep warm. Besides the hover there is a bright, airy exercising room where the chicks can scratch about and keep cooler than in the hover. The hover and exercising room are separated by a curtain consisting of two thicknesses of felt, and the chicks can pass through this curtain to either room. The Brooders are neatly finished with two coats of good paint; the top of all outdoor Brooders are so constructed that they will not leak. The illustration shows the top of Brooder open, which permits of easy access to the chicks and makes cleaning easy. The No. 3 Brooder is 30 x 47 inches over all, the hover being 27 x 23 inches, and the exercising room 27½ x 21 inches. The ventilating system provides a constant supply of pure air, but does not allow any cold or sudden draught to strike them. Fresh air is warmed at the top of the Brooder and gradually circulates down to the chicks. The floor is four inches above the ground, avoiding all chances of dampness or damage by vermin. All Brooders are shipped with every appliance included in the one price. The capacity of the No. 3 Brooder is 200 chicks, and shipping weight is 140 pounds.

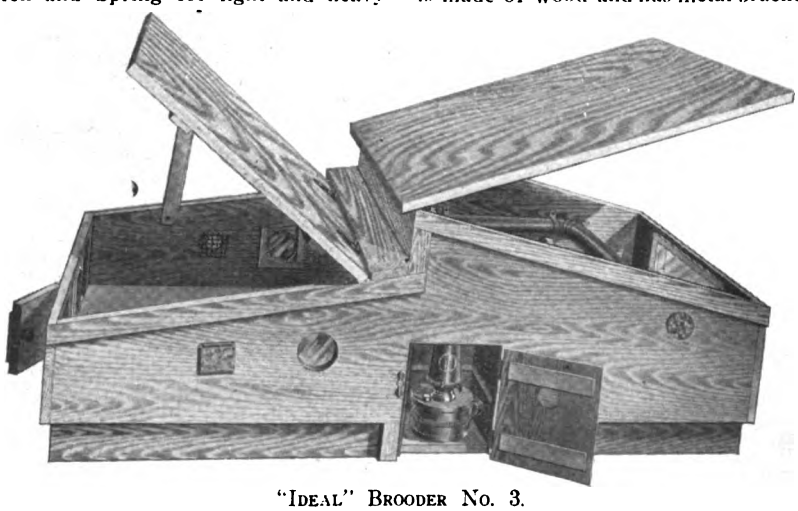
The Larimer Mfg. Co., Eola, Ill., in their latest catalogue show the "Larimer" Improved Door Check and Spring for light and heavy inside and outside doors; the AA Screen Door Check and Spring, the 1902 Improved Automatic Door Check and Spring and the No. 0 Screen Check and Spring.

"O-Hi-O" Cooker Display Stand

The Ohio Cooker Co., 516 Jefferson avenue, Toledo, Ohio, in connection with their "O-Hi-O" Steam Cookers, are furnishing dealers with the Cooker Display Stand, illustrated. This gas or electric display stand is given to dealers with their first order for a dozen or more Cookers. It will be found convenient and effective for demonstration purposes. It is made of wood and has metal brackets to hold the Cookers. Dropping down in front of the display, light globes are arranged, appropriately lettered. A suggested method of using the stands is shown herewith.



"O-HI-O" COOKER DISPLAY STAND.

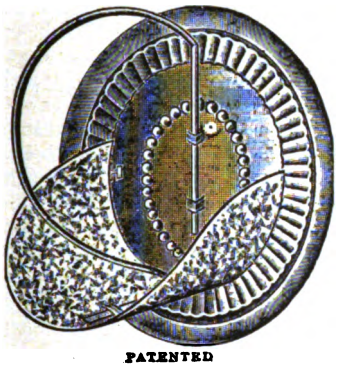


"IDEAL" BROODER NO. 3.

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"Wagner" Scoop Flue Stop

The Wagner Mfg. Co., Cedar Falls, Iowa, are placing on the market the "Wagner" No. 65 Scoop Flue Stop, illustrated. The cover is of gold lacquered tin and the scoop is of galvanized iron. The usual accumulation of ashes or soot in a chimney frequently



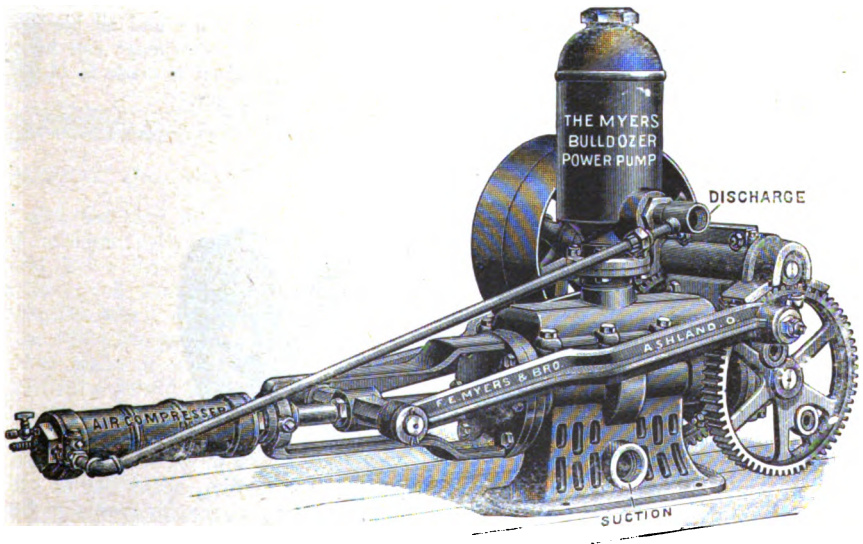
"WAGNER" SCOOP FLUE STOP.

falls out when the ordinary flue stop is used, but in this construction the scoop holds this accumulation, preventing littering the floor. It also catches the creosote. The Stop is held securely in chimney hole by the spring at the top as well as by the sides of the Scoop pushing against the opening in the chimney.

Power Pump With Air Compressor

F. E. Myers & Bro., Ashland, Ohio, are placing on the market the "Bulldozer" Power Pump with Air Compressor Attachment, illustrated. The development of air pressure purposes has been so pronounced during the last few years, and is now so generally understood by the general public, and dealers in water works systems for residences and other water and well supplies, that pumps equipped with air cylinders and air compressor attachments are a part of the business now looked after by the general pump trade. The above company have been making extensive experiments for several years back along these lines, and there is no longer a question as to its success. They now have a complete line of pumps equipped with air cylinders, adapted for Hand, Windmill and Power Pumps. The illustration shows the "Bulldozer" Power Pump, with air pump attached, which has been operated continuously for thirty days, maintaining an air pressure of 90 lbs., operated against a reservoir with a relief valve. The air compressor has brass lined cylinder mounted directly on the yoke guide of the pump, the piston rod of the pump serving as a piston for the air pump. The air is forced directly from the cylinder into the discharge pipe of the pump, through which it is conveyed to the pressure tank. The entire outfit is complete within itself, mounted ready for operation. All the parts are simple and substantially built, performing both functions—pumping the water and the air at the same time, requiring no special fitting or piping of any kind from the erector of the job other than is usual with the ordinary pump. This outfit, pumping 1,400 gallons per hour, will pump 25 feet elevation with ¾ horse-power, and up to 200 feet elevation with two horse-power.

The Reliance Edge Tool Co., Youngstown, Ohio, announce in a recent circular that their aim has always been to make their line of chisels, gouges and draw-knives "conspicuous for quality."

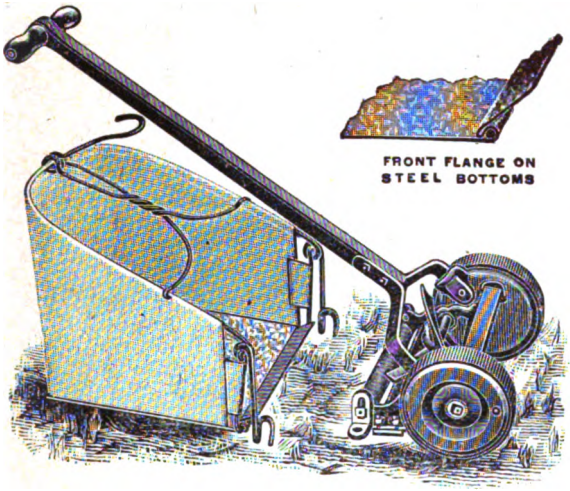


"BULLDOZER" POWER PUMP WITH AIR COM PRESSOR ATTACHMENT.

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"Easy Emptying" Grass Catcher

The Specialty Mfg. Co., St. Anthony Park, Minn., are offering the trade the new style "Easy Emptying" Grass Catcher, No. 5G, illustrated. This Catcher is made on the lines of the company's standard Catchers, having the new improved form of handle for lifting off that is adopted on their new style Catchers, which is more convenient than the long wooden handle used on their old style Catchers. The special feature of this Catcher is that it is somewhat cheaper than the standard lines, having a square bottom, which allows cheaper construction. They are made with galvanized bottoms only, having the adjustable front flange, and eye brackets for attaching to the mower. These brackets allow perfect adjustment and prevent the Catcher from jumping off. The Catcher is attached to the handle of the mower with an improved hook that hooks over the mower handle. It can be attached or detached instantly with one hand. The Catchers are adjustable to any size or make of mower.



"Easy Emptying" Grass Catcher.

Safety Soap Tube Shaving Brush

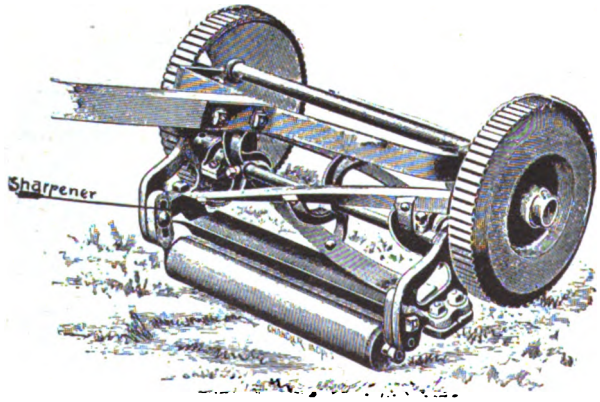
The Posterity Co., Newark, N. J., are placing on the market a combination brush, consisting of a brush with a tube of soap, in paste form, in the handle. To use a turn and a slight pressure on the small thumb screw at the handle end of the brush will cause the paste soap to go into the center of the bristles. Dipping in water and applying to the face will create a lather. When through holding under running water the brush can be easily and quickly cleaned. Being confined within the handle the soap is at all times kept away from dust, dirt and germs. When the tube is empty a new tube can be readily inserted. The brush handle is neatly nickel plated.

"Eureka" Lawn Mower Sharpener

The Eureka Sharpener Co., Detroit, Mich., are makers of the "Eureka" Lawn Mower Sharpener, illustrated. It is a simple device, of hardwood, coated with emery like a scythe rifle. It fits snugly on the stationary blade; the mower is then pushed forward and the revolving blades rub against the emery, taking on a keen edge in a few minutes. The work is done automatically and all blades are sharpened alike. The Sharpener can be used on any lawn mower, as it is made in 14, 16, 18 and 20 inches and larger.



"Eureka" Lawn Mower Sharpener.



If your advertising has brought you business and your business has brought you money, use some of that money for more advertising.

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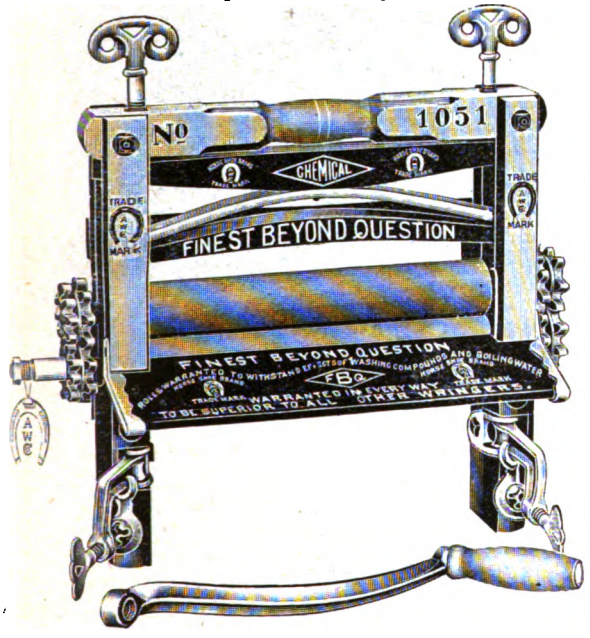
"Chemical" Original Dark Roll Clothes Wringer

The American Wringer Co., 99 Chambers street, New York, are placing on the market the "Chemical" Original Dark Roll



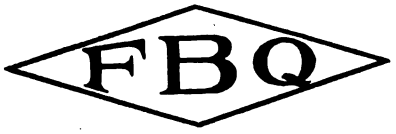
TRADE MARK OF "CHEMICAL" WRINGERS.

Clothes Wringers, one of which is illustrated. The special rolls which are used effectually withstand the action of chemicals in the soaps and washing compounds which are so prevalent at the present time. The chemicals used in these compounds not only affect the fabric



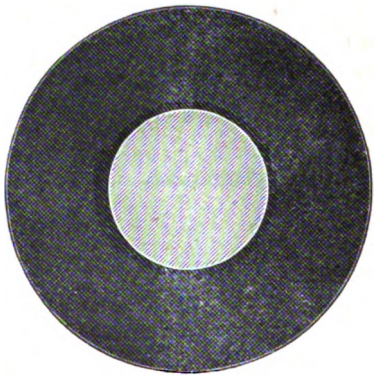
"CHEMICAL" ORIGINAL DARK ROLL WRINGER.

and dirt, but they also affect the rubber and spoil wringer rolls. The company has for several years made wringing machines with this dark roll for silk and wool dyers and bleacheries where strong chemicals are used, and as the rolls have given good satisfaction in these places it was decided that the same kind of rolls should be put in clothes wringers. These rolls are of the same stock clear through, save a strip of cement around the iron shaft for the purpose of holding it. As showing the quality of the rubber, if one of these rolls is placed in a bath of muriatic acid the iron will be entirely eaten and the rubber roll left intact. This line of Wringers is offered in 32 sizes, embracing 10, 11 and 12-inch lengths of rolls and 1¾, 1⅞ and 2-inch diameters, with both plain and ball bearings, and adapted for folding benches, stationary tubs, narrow and wide partitions and roll rim porcelain tubs. Some of these will be fitted with enclosed cogs when desired. The manufacturers give a five-year guarantee with these Wringers, but with ordinary care they will last at least ten years. Owing to the larger proportion of pure rubber used in these rolls there is a greater resiliency or elasticity in the rolls, which yield under pressure the more readily to inequality of clothes passing through. At the same time there is less tendency to injure clothing and buttons and garments are wrung drier.



TRADE MARK USED ON FOLDING APRON.

The trade mark Chemical is peculiar to this high grade line, and it is made prominent on the Wringers, and in the literature that is gotten out. "F. B. Q." in a diamond signifies "Finest beyond question," and is placed on the folding apron, while the trade mark "Chemical" in a diamond goes on the upper wood spring. The frames of these Wringers are heavier than usual, have an extra finish, gold lettering and all metal parts are thoroughly galvanized and smoothed. Everything about the Wringers indicate high quality. The two wood springs and folding apron are enameled in a royal blue



SECTION "CHEMICAL" SHOWING ROLL AND SHAFT.

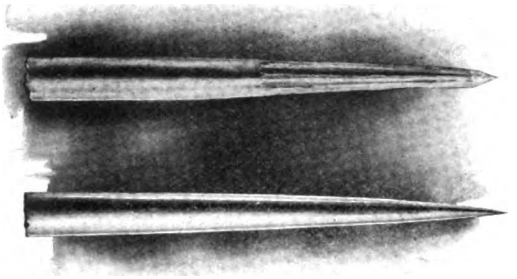
with gold lettering, the curved steel tension spring is aluminized, and the selected maple frame is varnished natural. The folders issued pertaining to the "Chemical" Wringers present them in colors, being very effective.

Robinson Bros. & Co., Louisville, Ky., Hardware jobbers, have secured the building next door to their present location. They now occupy five stores and a basement, and also have several warehouses. A new mail order catalogue, for dealers only, is ready for distribution. It covers a general line of Hardware.

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"Gilchrist's" Ice Pick

The Gilchrist Co., Newark, N. J., are manufacturers of the "Gilchrist" Expert Iceman's Ice Pick, illustrated. It has a 5-inch taper and a very long and slender point. In one of the illustrations the upper cut shows the old process of making ice pick points, in which the crystallization of the metal takes place, the life and elasticity of the metal has departed, and the point is prepared to crumble, split and break when in use. The lower cut

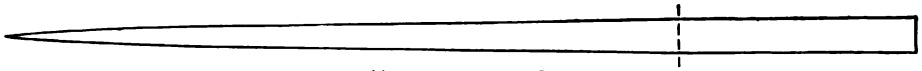


ILLUSTRATING PROCESSES OF POINTING.

shows a piece of wire pointed by the "Gilchrist" process, the wire being automatically fed to an emery wheel. The point in its entirety is ground and ground only, the original fiber of the metal is not injured, and the point obtained is as sharp as a cambric needle and uniform and symmetrical throughout its entire taper. The company's Ice Picks are hardened their entire length and automatically tempered in oil. In this operation a thermometer determines the temper, no chance being left to the skill of the workman. For ordinary household, soda fountain or saloon use, a 1½-inch taper point has been adopted as being slender enough to stand abuse. For the use of the iceman a longer point is advisable. These Ice Picks are made of tempered steel, are highly polished and nickel-plated to prevent rusting while on the dealers' shelves or when in use. All ferrules are brass, nickel-plated and handles are of hardwood, shellaced.



GILCHRIST'S EXPERT ICEMAN'S PICK, No. 152.



A 5½-INCH TAPER POINT.

The Weeks Scale Works, 357 Seventh street, Buffalo, N. Y., in their catalogue show Wagon, Coal, Hay, Grain and Stock Scales; Warehouse Scales, Wheelbarrow, Grain Dealers', Bathroom, Portable Square Platform, Grocers' and Even Balance Scales; Bag Trucks, half-bound Warehouse Trucks and Improved Packers' Truck. The concern also issued a pamphlet containing recent testimonials from those who have had Scales in use for a number of years.

A Trap Assortment

The Animal Trap Co., Lititz, Pa., controlled by the Oneida Community, Ltd., has devised a new method for the selection and sale of traps. They have sought by means of a canvass to ascertain the relative demand for the various types of mouse and rat traps, as based on the actual experience of individual dealers throughout the country. It was argued that having to buy a number of different lines by the dozen, according to custom, the dealer was liable to be overstocked with certain traps and short of others in more active demand. In short, it was difficult to maintain an economical and profitable proposition, a correct relation between stock and demand, in goods of this character. In order to meet this difficulty, therefore, the company have provided a special assortment, including appropriate quantities of nineteen different kinds of mouse and rat traps.



A TRAP ASSORTMENT OF ANIMAL TRAP CO.

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"Myers'" O. K. Door Hanger

F. E. Myers & Bro., Ashland, Ohio, are placing on the market the "Myers'" O. K. Adjustable Stayon Flexible Door Hanger, illustrated. The Stayon Flexible Door Hanger has been on the market several years, meeting with great success, and now

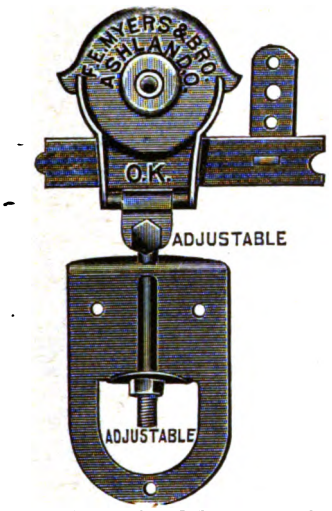


FIG. 1. "MYERS'" O.K. DOOR HANGER.

the adjustable feature is added, the latter permitting the door to be raised or lowered, and set to and from the building by an ordinary wrench. The device is made of malleable iron and wrought steel throughout, finished in aluminum with red lettering and striping. The perpendicular adjustment permits of locating the door above the ground at any point desired, or laterally so as to adjust the door to or from the building, and the Hanger will ad-

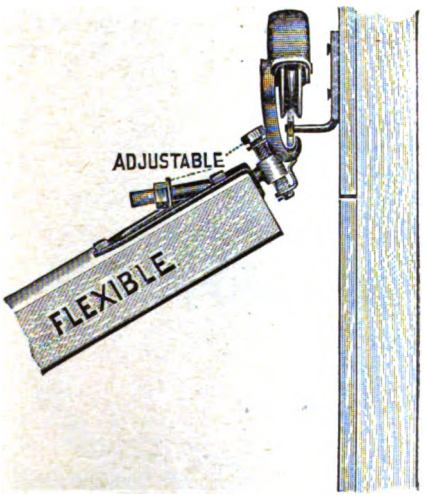


FIG. 3.—FLEXIBLE JOINT AND SWING-OUT.

just itself to any thickness of door. Fig. 1 represents the face view of the Hanger, showing the manner in which the wheel is most commonly covered, also the bracing of the frame. Fig. 2 shows the reverse or back view of the Hanger, and shows the center bolt and nut by means of which the door can be raised or lowered at either end independently; it also shows the Stayon feature. Fig. 3 shows the flexible joint and swing-out device.

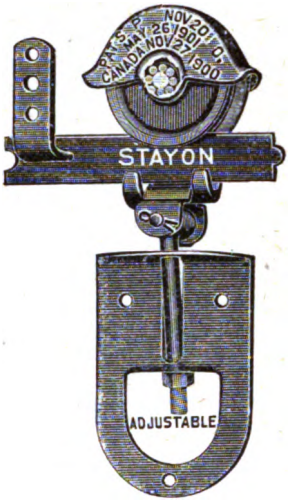
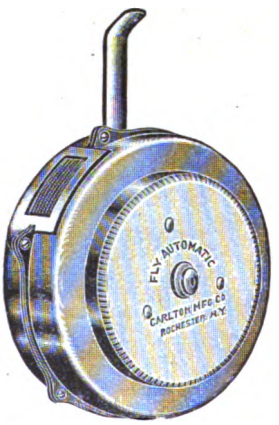


FIG. 2. BACK VIEW OF DOOR HANGER.

Fly Automatic Fishing Reel

The Rochester Reel Co., Rochester, N. Y., are offering the trade the Fly Automatic Fishing Reel, illustrated. This new and well made Reel especially appeals to the fly caster, as it is light in weight, 6½ ounces, small in size, being arranged in a case with but little chance of bending. The large spool capacity will conveniently hold a good size line. The holes through which the line runs are pro-



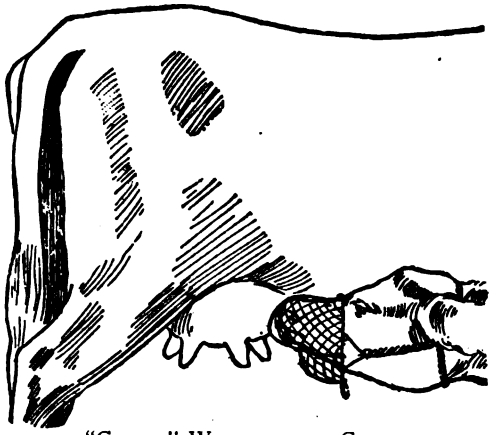
FLY AUTOMATIC FISHING REEL.

tected by German silver plate, being very smooth, and the line runs onto or off the spool to the first guide so that it does not wear over anything, but goes free from spool to the guide.

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"Cooley" Calf and Colt Weaner

The Cooley Mfg. Co., 103 South Canal street, Chicago, Ill., are offering the trade the "Cooley" Colt, Calf and Cow Weaner, illustrated. It is made of steel wire, dipped in hot tin after being made, thus preventing rusting. The use of this device eliminates the use of a separate pasture for the young animals, as they can be placed with the mother in the same pasture, the Weaner preventing nursing. The adjustment is such that the animal can eat grass, hay, bran, ear corn or salt on the ground, or in a feed box, and



"COOLEY" WEANER ON A CALF.

also to drink water anywhere they can without using the device. The Weaner-equipped animal cannot hurt any other animal with it. The Weaner comes in three sizes, No. 1 for calves, No. 2 for small cows, and No. 3 for large cows or horses.

Rolled Thread Lag Screw

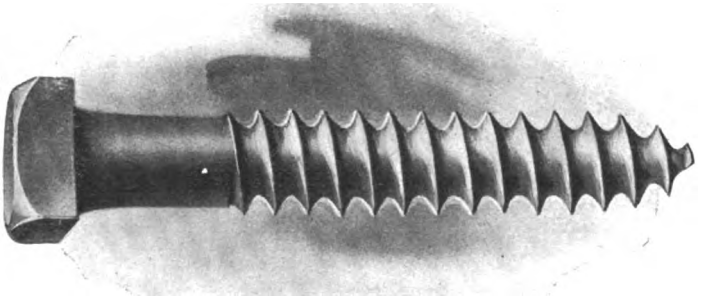
The McCabe Hanger Mfg. Co., 425 West Twenty-fifth street, New York, are offering the trade Rolled Thread Lag Screws and Machine Bolts. A gimlet point rolled thread Lag Screw is illustrated. The rounded bottoms on the thread make it easy to screw into wood, and the makers claim it will hold better than a cut thread screw. The company are also manufacturers of the McCabe Ball Bearing Door Hangers.

H. F. Brammer Mfg. Co., Davenport, Iowa, in catalogue D show their line of Washing Machines, which comprise the "O. K.," "B. B.," "Snow White" and "Schroeder" Rotary Washers; the "Great Western" Lever Washer and the Toy Washer.



"COOLEY" WEANER ON A COW.

The Draper & Maynard Co., Plymouth, N. H., have new catalogue ready for the spring and summer trade. There are eleven departments, which indicate the increase in their business. These comprise the lines of Base Balls, Mitts and Gloves, Masks, Bats, Golf goods, Tennis, Auto Gloves, Foot Balls, Boxing Gloves, Punching Bags, Exercisers and the general index is at the end of the book. The concern remark it has been their policy to manufacture only the highest grade of goods, and the demand during the past year has exceeded that for any previous twelve months.

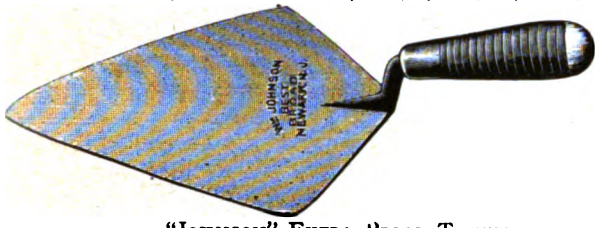


ROLLED THREAD LAG SCREW.

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"Johnson" Extra Broad Trowel

Wm. Johnson, the Hedenberg Works, Newark, N. J., is offering the trade the "Johnson" Extra Broad Special Trowel, illustrated. It is made with single ferrule and double ferrule handles, either of wood or leather, and comes in 8, 8½, 9, 9½, 10, 10½,

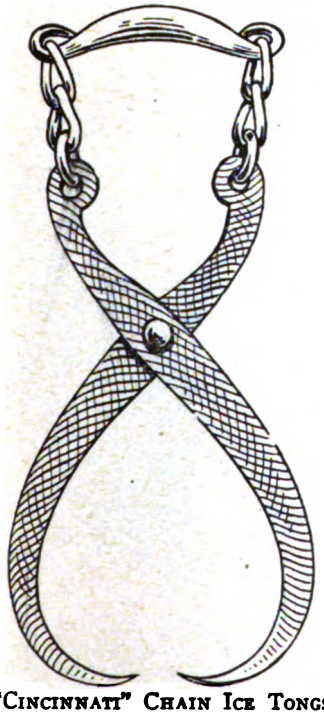


"JOHNSON" EXTRA BROAD TROWEL.

11 and 12-inch sizes. The 11-inch size is about 6 inches across and the other sizes are in proportion. This Trowel is made of cast steel, which is rolled in bars especially for the purpose and then hammered out. This process is claimed to make a more durable tool than if rolled. A catalogue is issued devoted exclusively to Brick, Plastering and other Trowels.

"Cincinnati" Chain Ice Tongs

E. G. Schutte & Co., Cincinnati, Ohio, are manufacturers of the "Cincinnati" Chain Ice Tongs, illustrated. They are made from high grade file steel, have the correct curve,



"CINCINNATI" CHAIN ICE TONGS.

stand hard usage and will lift quickly. They come in all sizes, opening from 11 to 16 inches. The concern also make Ice Picks, Shavers, Saws, Scales, etc.

"Vanco" Mop Wringer

C. E. Van Doorn Co., Rochester, N. Y., are placing on the market the "Vanco" Mop Wringer, illustrated. It is of sheet steel construction. The sides have a heavy bead to stiffen them. The front and movable back have heavy corrugations, and a curl at top and bottom, which gives them great rigidity. The movable back is stiffened on the sides by two arms of angle steel, which extend to the lowest cross rod on which they pivot. Four cross rods with shoulders against the inner walls of the sides are securely riveted in place, thus preventing any tendency to expansion or compression by the pail. One of these rods forms a rest on the rim of a metal pail, keeping the Wringer from tipping back. As a further precaution against this, on the 16-quart pails, an adjustable lug riveted to each side, back of slot for pail, comes against the pail



"VANCO" MOP WRINGER.

the moment it is tipped. These lugs do not interfere with placing or removing the Wringer from the pail. The leverage mechanism consists of a continuous yoke of heavy rod across the movable board, pivoting at each end in the lever arms and working on the "knuckle joint toggle" principle, which is claimed to be the most powerful lever principle known. No rivets are used for the bearings or for connecting tthe mechanism. The handle is extra selected white ash; the bend giving it a powerful downward pressure very quickly. The Wringer is 8 inches wide inside and opens far enough to receive large mops, closing far enough to wring the smallest mop very dry. "One size does it all." It is furnished in both baked black enamel and galvanized. The weight is 6½ pounds. Being made of all pressed steel it is very cleanly.

The Cyclone Seeder Co., Urbana, Ind., in a pocket size catalogue illustrate and describe the several patterns of Hand Seed Sowers. They claim to be the largest exclusive Seed Sower makers in the world, having had over forty years' experience in the line.

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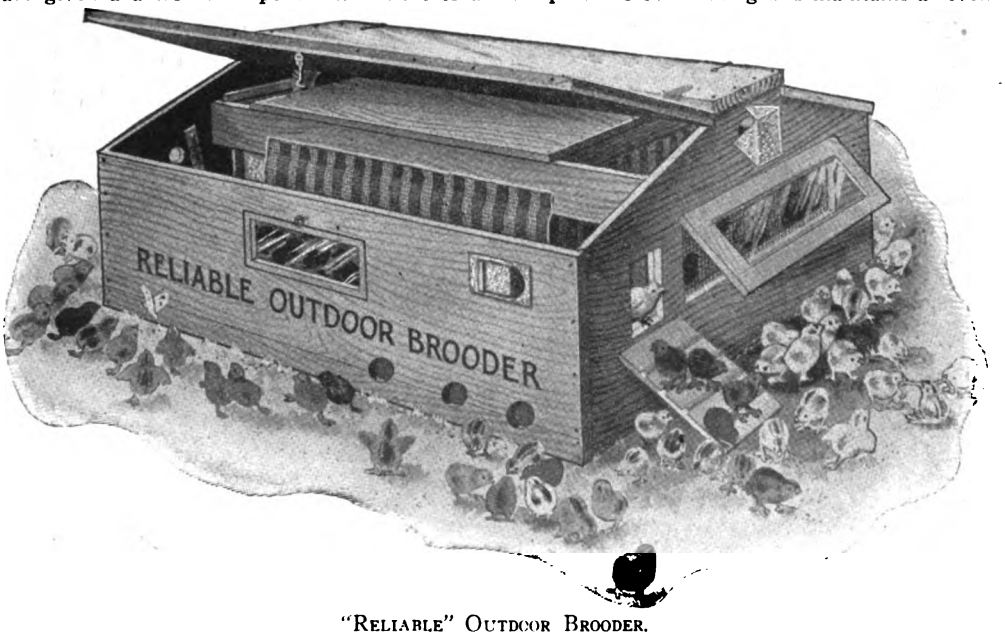
Standard "Reliable" Incubator and Brooder

The Reliable Incubator & Brooder Co., Box 700, Quincy, Ill., are manufacturers of the Standard "Reliable" Incubator and "Reliable" Outdoor Brooder, illustrated. The lumber used in the Incubator is thoroughly seasoned. The walls are double, with space between them properly insulated. The top is heavily insulated. Two separate doors are provided—the inner one of glass, the outer one also being of glass, closing against a jamb, causing it to seal itself when closed. The legs are neatly turned and arranged to extend with a shoulder underneath the corners of the machine, where they are secured with screws. In machines of the 100-egg size and larger a special heat chamber is arranged, which utilizes all the heat and effects a saving in fuel. The tanks of all hot water machines are made of 14-ounce copper; these tanks extend the full length of the upper part of the machine. Steel tanks are provided for the hot-air machines. Just below the tank and above the egg tray is a perforated hanging wall to temper the heat and give the same condition as received from the hen's body in the natural process, and also a deflector which distributes the heat evenly to all the eggs in the tray and to all parts of the machine alike. The corners, sides, back, front and center of the machine are given a uniform temperature. There is a double heating system. In the hot water machines there are two tanks—a hot air tank above the water tank, which, in addition to heating the fresh air supply before conducting it into the egg chamber, also radiates heat from its own surface in sufficient quantity that, if necessary, the heat from the hot water tank could be cut off entirely and the hot air tank would maintain the temperature at the proper degree.

Practically the same system is embodied in the hot air machines. The lamp, burners and chimneys are all metal, and constructed so as to be safe in operation at all times. A high grade thermometer is furnished. The regulator prevents overheating and maintains an even temperature at all times. The makers state so accurate is the device that no lot of eggs ever entrusted to their care has been spoiled on account of overheating. The egg trays are of extra seasoned material, strengthened with cross boards. The bottoms of trays are cov-



STANDARD "RELIABLE" INCUBATOR.



"RELIABLE" OUTDOOR BROODER.

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ered with extra heavy gauze. This style Incubator has a patent turning tray, which eliminates turning of eggs by hand. Proper arrangements are made for moisture and ventilation.

The Brooder is made in 100, 200 and 300 chick sizes, in both hot water and hot air styles. They are warmed by top heat exclusively. In the hot water style a copper boiler is located near the top of Brooder in the rear end, leaving about four inches of space between the top of Brooder and the top of the copper tank. The heat from the lamp passes through the body of water and heats the water to the desired degree. The heat that escapes from the copper tubing, after passing through the tank of water, empties out in the compartment where the lamp is located, and is utilized by passing out through a tubing that is located above the copper tank and is connected with the lamp compartment, and allows no fumes from the lamp to enter the brooding chamber. All lamp fumes discharge outside the Brooder. The lamp is reached through a small door in the rear, thus preserving the heat in the Brooder and not exposing the chicks to cold or storms. The iron casing is so arranged that it will prevent the chicks from crowding. The hover is located in the middle, extending out to within 12 inches of the front of Brooder, thus allowing the chicks to pass in and out under the hover on three sides of it, rendering it impossible for them to crowd and trample each other to death. There are two temperatures, it being warmer under the hover than in the Brooder outside the hover. This style Brooder can be used indoors as well as outdoors with equal success.

Adjusting Themselves to Conditions

The Hopkins & Allen Arms Co., Norwich, Conn., manufacturers of Revolvers, Rifles and Shotguns, write as follows concerning their policy of transacting business for the present: "Our prices and patterns are all arranged for 1908, and we have commenced to book orders both for immediate and future shipment, and, while the orders are not as large as were being placed a year ago, they are coming in from all parts of the country, and this to us seems to be a good indication of an increased business just as soon as the country gets back to normal conditions.

"We are running on short time and not accumulating stock. We may be sorry for this if business should be brisk later on, but for the present we shall continue on the safe side and maintain our prices. We believe this policy is being carried out by the majority of manufacturers in our line.

"We look for a good business a little later on, and if this does occur and goods are scarce we believe it will be much better for both jobber and retailer than to have the market overproduced and prices go tumbling down."

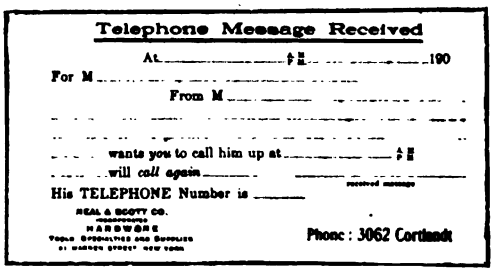
75th Anniversary Simonds Mfg. Co.

To commemorate the seventy-fifth anniversary of the Simonds Mfg. Co., Fitchburg, Mass., an interesting and attractive souvenir book has been issued by the house.

The first Simonds shop opened in Fitchburg, Mass., where at present is located the company's executive offices and one of their large factories, the other two being at Chicago, Ill., and Montreal, Quebec. The book describes the Chicago mill in which Simonds special Saw steel is made, and shows half-tone prints of all factories. Interior and exterior views are shown of branch offices at New York City, Chicago, New Orleans, San Francisco, Seattle, Portland, Toronto, St. John, Montreal and London, England, likewise photographs of the clerical forces at the different offices, office managers, salesmen and oldest employes. One page bearing the slogan "Simonds Saws are the Best" suggests the company's strong advertising campaigns to instill this thought in the minds of the public. Throughout the book very little is said about the Simonds products, Saws and Machine Knives. Describing the organization, the factories, offices and people connected with the company, being a sufficient indication that the manufactured article would be one of high quality.

Good Forms of Advertising

The Neal & Scott Co., 81 Warren street, New York, Hardware, tools and supplies, have brought out a neat souvenir in the form of a card case and memorandum pad. It is pocket size and on the outside has a place to insert the blank memo sheets which they furnish; these sheets or slips are inserted in the corners similar to what is done on a desk blotter. As these memos are made and withdrawn, a new sheet is left. The case is of


Telephone Message Received

At _____ P M _____ 190

For M _____

From M _____

_____ wants you to call him up at _____ P M

_____ will call again _____

His TELEPHONE Number is _____

NEAL & SCOTT CO.

HARDWARE

Phone: 3062 Cortlandt

TELEPHONE CALL PAD BY NEAL & SCOTT CO.

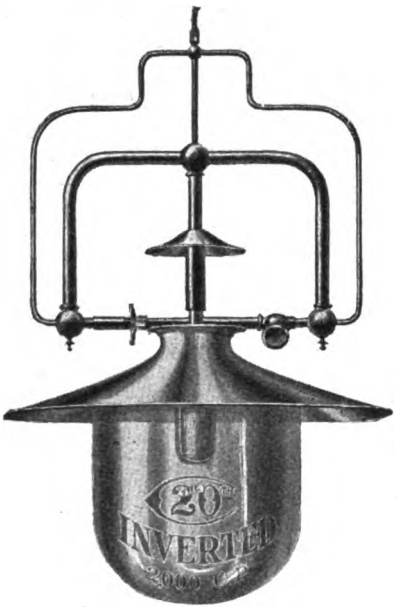
leather, and a supply of blank sheets accompanies the outfit. Simply the name of the concern appears on each sheet and name and address in gold on the case.

The company also issue a pad to be used in jotting down 'phone calls when the person asked for is out. The form is shown in the accompanying illustration. Full size the pad is 3½x5½ inches. It is an excellent advertising idea.

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Inverted Incandescent Lamp

The Consolidated Gas & Electric Co., 116 East Lake street, Chicago, Ill., have placed on the market a 2,000 candle-power Inverted Incandescent Lamp, illustrated. Wherever introduced it has proved popular by reason of its powerful incandescence, pleasing



INVERTED INCANDESCENT LAMP.

appearance and economy of installation and maintenance. It is particularly adapted for use in stores, halls, churches or residences. The company are manufacturers of the "Edison Gas System," 65,000 of which are in daily use.

Dixon's Powdered Stove Polish

The Joseph Dixon Crucible Co., Jersey City, N. J., have brought out a new product, Dixon's Powdered Stove Polish. It is their "Carburet of Iron" in a new form, now coming in powdered form in a can. It is only necessary to perforate the top of the box and sift as much of the powder as desired on a damp cloth; or a paste may be made by mixing it with a little water. The label is yellow and black, the letters appearing in yellow.

M. G. Rodearmel, manufacturers' agent for Hardware and Cutlery, located at Minneapolis, Minn., has issued his annual catalogue giving in detail the lines of goods he handles. Opposite each page of listed articles is a blank one for memoranda.

The Bissell Carpet Sweeper Co., Grand Rapids, Mich., and 25 Warren street, New York, announce that notwithstanding the very large amount of advertising done during 1907 their appropriation for this year will be larger. This will increase the demand upon the retailers by the general public for "Bissell" Sweepers. The company call attention to a fraud that is being perpetrated upon users of "Bissell" Sweepers. The men usually have printed cards bearing the name "Grand Rapids Repair Co." and solicit Sweepers for repairs. Of course, when the bill is presented it is exorbitant and in many cases even the Sweeper is not returned. Repairs for these Sweepers should be obtained from the dealers.

The Chicago Flexible Shaft Co., 180 Ontario street, Chicago, Ill., have ready their new catalogue No. 24, 52 pages. The book illustrates and describes the "Stewart" hand and power Horse Clipping Machines and the hand and power Sheep Shearing Machines. An interesting part of the book is the talk given to dealers about making sales of these goods. It begins from the time the goods are unpacked, set up, the getting familiar with their construction and operation by the proprietor and his clerks, the distribution of advertising matter, newspaper advertising and up to the actual sale consummation. Suggestions are also given for the best sellers.

Iwan Bros., Streator, Ill., in a folder describe their plan for increasing business for dealers on the "Iwan" line of Post Hole Augers, Tiling Spades, Drain Cleaners, Hay Knives, etc. They state one-half of the manufacturer's duty is making reliable goods; the other half is creating a market for these goods. If a manufacturer doesn't help the retailer to sell his goods, he ought to get out of business. They go on and give the large list of farming publications which they use to bring their goods to the attention of farmers, etc.

The Enterprise Mfg. Co., Akron, Ohio, in their latest catalogue show a very extensive line of fishing tackle, occupying 170 pages, and each page being 9x12 inches. Illustrations are presented of Fish Hooks, Snelled Hooks and Flies, Furnished Fish Lines, Floats, Fishing Tackle Assortments, Reels, etc.

The Dana Mfg. Co., Cincinnati, Ohio, have issued a hanger, at the top of which is a greeting, asking that all look toward the sunlight, talk more business, more customers, and make more money. Then follows pointed talks about the "Big Three" of the company, the "Dana" Peerless Freezer, Food Chopper, and Mop Wringer, each of which is illustrated. As showing the confidence of the concern for the future, they have planned to spend twice as much in general advertising as in any previous year. This general advertising will help to make known the company's goods to the general public, which means customers for the retail Hardwareman.

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Home Show

The Home Exhibit Co., Inc., 52 Broadway, New York, will conduct a Home Show from May 2 to 9, inclusive, at the Grand Central Palace, New York City. There will be exhibits of everything that enters into the construction of the home as well as its furnishings. The building will be appropriately decorated. There has been a tremendous development in recent years in the erection of detached dwellings, not only in the modest houses but in those whose cost runs into the thousands. The great transportation facilities which have been under construction for several years, are now being open to the millions of people in Greater New York, and it is predicted that there will be over 26,000 suburban homes erected this year around New York. The management of the Home Show will make every effort to have a large attendance at the Show of architects, builders, contractors, as well as owners and prospective purchasers of homes. The company have exhibit space for sale for presenting builders' Hardware, household goods—such as bathroom fixtures, kitchen utensils, in fact, everything that goes into a house. Floor plans and prices for exhibit spaces can be had upon application.

The Ralph Brown Co., jobbers, of San Francisco, Cal., on the turn of the year issued a booklet, which was sent to their customers. It gives a concise history of the concern's business, starting very small—even to going out on the road to sell goods and coming home to pack them up. The last half of 1906, the year of the fire, which wiped the concern's stock out of existence, they showed an increase of $30,000 over the whole of the preceding year; 1907 has also brought about a good increase over 1906 sales, and promises for 1908 are good. The talk in the booklet is as face to face, and at the end a memorandum was made of the total amount of each customer's business for the year and a blank space left for what it might be in 1908.

Something About Wrenches

H. A. Smith of the Star Mfg. Co., Carpentersville, Ill., writes us that something about Wrenches will be interesting and educational, because many merchants and clerks do not distinguish the radical differences of the various types. Mr. Smith says that the common forms of non-adjusting wrenches have but limited use, such wrenches being used for the certain articles for which they were made and are not interchangeable for other sizes of work.

The wrench era (?) was fairly introduced with the first adjusting wrench, known as the "Monkey Wrench." This wrench and its cousin, the adjusting Pipe Wrench, are much like their progenitor, the common non-adjusting wrench, inasmuch, though taking different sizes of work, are not suitable for general work on either square or round objects, but each will do its own class of work, on either nuts or pipe, with equal facility, but yet must be confided to its own class.

Another wrench of old record is the Alligator Wrench, a most useful tool, and one suitable for having a more general range than any of the others. The alligator type of wrench was a happy thought, and has proved itself so generally useful in all classes of work that its sales have been very large. Though most popular, it had some disadvantages, because of the fixed V-shaped opening, unless for articles of a size to make a perfect fit at the opening, it could not take work in close quarters; small articles that must be put down into the V for biting, and many articles in cramped places, could not be reached at all, necessitating different sizes of this tool in order that a variety of work might be done. Its shape and form, however, in that it made an easy-carrying tool, was appreciated by the general public.

The Alligator Wrench was on the market about a quarter of a century in that form before the Adjustable Alligator made its appearance. This adjusting of the V-shaped opening in an Alligator Wrench was a distinct advance over other forms or classes of wrench, for not only was it useful for nuts, but pipe as well, and the adjusting feature would permit of as many different sizes as from the smallest to its widest extremity of the V-shaped opening, but because of this adjusting also it could be used in close quarters, as a person would use his thumb and finger to reach an article in a corner. Another feature greatly to its advantage, and one not generally appreciated, was its racheting method of work.

This feature, too, is common to the adjusting Pipe Wrench, but not possible to an adjustable Monkey Wrench. An adjustable Alligator can, on any work, be pulled forward to bite and on to the extent of the quarters in which it is working, while with a simple push backward will release, and this backward push extended on to a new bite, and again pulled forward, and so on in regular ratcheting style. Another feature is its simple shape and carryability, for the adjustment of the jaw has not materially affected its shape in that regard, or made it clumsy. These points make the "Adjustable Alligator" a popular, effective general purpose wrench for the general purpose mechanic.

The "Elgin Wrench," which the manufacturers illustrate in their advertisement, is the pioneer of adjustable alligators, and they report sales of over 400,000 in the short time it has been on the market.

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The Daisy Air Rifle Co., Plymouth, Mich., have issued a wall hanger with small calendar sheets at bottom. The body of hanger is in lively colors showing two "Daisies," being Young America with a soldier's uniform and with a "Daisy" Air Rifle slung over his shoulder, escorting his young lady friend with daisies in her hat, both being the envy of all the children shown on the green. The back of hanger gives particulars about the "Daisy" Rifles.

John B. Hart, who severed his connection with the Russia Cement Co. two months ago, has entered business on his own account as manufacturers' agent, at 34 Wabash avenue, Chicago, Ill. Mr. Hart was connected with the Russia Cement Co. for twenty-three years, during which time he covered the territory from Cleveland, north to Duluth and south to Memphis. In this wide section of country he was brought in contact with practically every wholesale Hardware, paint and general merchandise establishment, so that his acquaintance with buyers is quite an extensive one. He now has the line of Bathroom Fittings, made by the Novelty Mfg. Co., Waterbury, Conn.

Covert Mfg. Co., Troy, N. Y., are distributing their new 144-page catalogue, No. 25. It fully describes Covert's Square Brand of Harness, Hardware, and is divided into four sections. Section 1 contains Snaps of all descriptions, such as Loop, Round Eye, Open Eye, Swivel, Double, Roller, Buckle, Trace, Breeching and Rope Snaps. Section 2 is devoted to Hitching Posts and Weights, Carriage and Wagon Jacks, Harness Dees, etc. Section 3 shows Chains of all kinds. Section 4 presents Rope and Web goods and special snaps for fire harness and electrical equipments. An alphabetical and numerical index gives quick reference to any desired item.

The F. A. Herrick Co., Jackson, Mich., report an increasing demand for their Tool Racks, Tool Brackets, Sampling Hooks, Hammer and Hatchet Cases and Screw Cases. Their Tool Racks are made in several sizes, the largest holding almost 300 tools and handles.

The new Niagara Scythe Stone, manufactured by the Corborundum Co., Niagara Falls, N. Y., is meeting with great favor by the dealers, and the output for 1908 is already practically sold out. The makers state the "Niagara" Scythe Stones are a distinct advancement on the scythe sharpener of the past. They are made of Carborundum—hard and sharp and fast cutting. They do away entirely with the need for a grindstone and put a keen, smooth edge on the scythe or grass hook in remarkably short time. These Stones come to the dealer's counter in handsome polished wood display cases, three dozen in a case. They are made in two sizes, 10 and 12-inch.

"Uncle Bill"

The Pritchard-Strong Co., Rochester, N. Y., have been busy of late and as a result they have brought our Uncle Obediah's "Brother Bill," a life-size lithographed cut-out, which is represented in the illustration. This cut-out is sent free with an initial sample order of "Prisco" Money-Back Metal Ware, which includes Wash Boilers, Wash Tubs, Dinner Pails, Dairy or Water Pails and Sink Strainers. To push the sale of the Dinner Pail they suggest that "Brother Bill" be put in the show window and that the real sandwiches, eggs, pie, etc., be shown in the Pail and lying in front of him. If as a mason, trim the balance of the window with mason's tools—trowel, square, plumb lines, etc. If as a carpenter—saws, hammers, planes, etc. For a plumber — wrenches, blow-torches, pipe wrenches, etc. The cut-out can be used to represent any kind of a workingman who carries a dinner pail.



"Uncle Bill" Showing "Prisco" Dinner Pail

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In a folder the Geo. P. Clark Co., Windsor Locks, Conn., present some of the goods shown in a new catalogue. These cover Store Truck Casters, Hand Trucks, a square axle with rubber wheels, Bag Trucks, Cheese and Butter Truck, Stationary Plate Caster, etc.

Kraeuter & Co., Inc., 571 18th avenue, Newark, N. J., have a new catalogue ready for distribution. The fifty pages are filled with their line of Ticket Punches, Calipers and Dividers, Gas Pliers, Combination Pliers, Rivet Sets, Round and Oval Punches, Spring and Belt Punches, Washer Cutters, Cold and Cape Chisels, Buttonhole Cutters, Pinking Irons, Wood Turners' Sizers, Carpet Stretchers, Stone Cutters' Tools, etc. The company have completed a large addition to their drop forging plant, and are soliciting orders for special drop forgings.

The Gloria Light Co., 11 N. Curtis street, Chicago, Ill., send out a circular which gives a sectional view of the "Gloria" Instantaneous Lighter, which shows all the mechanism and its operation. A fac-simile guarantee is shown which is given every purchaser of their Light. A pilot light is kept constantly burning in this Lamp and a pull of the chain turns on the light instantly.

Butler Bros., New York, Chicago, St. Louis, etc., in their February catalogue, No. 652, make some special offers in tinware and enameled ware, to be used as "specials" in February sales. There are also a number of items under a special uniform price per dozen to be also used in the special sales for this month. They also present a large number of other items in the 350 pages.

The Alaska Refrigerator Co., Muskegon, Mich., advise they are operating their factory steadily with a full force and have an abundance of business, as they have already shipped out as many cars to date this season as they did up to the same date last year, which was the banner year. They report a gratifying demand for their Enameled, Porcelain and Opalite-Lined Refrigerators, their side-icer line, as well as the standard zinc-lined Refrigerators. A few months ago they purchased a neighboring factory, which they are fitting up for special refrigerator work.

The Lancaster Machine and Knife Works, Lancaster, Pa., with New York office, George W. Davis, 7 Warren street, New York, in catalogue 16 show their extended line of Braces, Breast Drills, Combination Corner Brace, Oval Taper Sockets, Oval Taper Shank Drills, three-jaw Chuck, etc.

Tower & Lyon Co., 95 Chambers street, New York, have been appointed as distributers of the "Irland" Pipe Wrench. These tools have tubular handles with jaws from drop forged steel. It is a one-hand Wrench, capable of instant adjustment.

Hunt, Helm, Ferris & Co., Harvard, Ill., call attention to their closed round track Barn Door Hanger, as illustrated in their advertisement in this issue. It is made in 2-foot sections only, and the large sales made attest its popularity. It places the customer in the position of purchasing no more track than is required in order to get the proper lengths.

Emerson & Fisher, Ltd., St. John, N. B., have been distributing to their customers a hanger with calendar for the current year. At the top is a good size view, in colors, of their new building. The calendar gives large figures.

After having been in course of construction for a year and a half, the new factory of the Glidden Varnish Co., at Cleveland, O., is entirely completed and is in full operation, and the old factory, which has been the home of this company since it was organized in 1874 as Glidden, Brackett & Co., is idle for the first time in its history. This magnificent new plant, which has cost over a half-million dollars, occupies seventeen acres and is built entirely of brick, concrete and steel, and is claimed to be the largest and most perfectly appointed exclusive varnish factory in the world, both in capacity for making and for storing varnish. It also has a very large and complete grinding department, where Jap-a-Lac is made. The company is naturally very proud of its new home and extends a cordial invitation to visitors to Cleveland, who are interested, to call and inspect its works.

The Alabastine Co., Grand Rapids, Mich., with eastern office at 105 Water street, New York City, will, this year, conduct a very extensive advertising campaign in publications of general circulation, especially those which have a large clientele among women. This advertising of Alabastine, the sanitary wall coating, will be largely done in colors, making a very striking announcement. A prominent feature in each advertisement is the line "Ask Your Dealer," and those dealers having Alabastine in stock should secure easy business. To fully avail themselves of this general advertising, Hardware retailers should advertise in the local newspapers that they carry the goods in stock, both in the white and tints. The company, in addition to spending $250,000 in this general advertising, have co-operative helps for dealers, which will be fully set forth upon application.

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Apropos

To the Editor:

Once upon a time there were two men, Mr. Optimistic and Mr. Pessimistic, who made up their minds they would enjoy a day's fishing. They expended a large amount of money for tackle, dug a nice lot of worms, caught some good fat frogs and met on the shore of the lake.

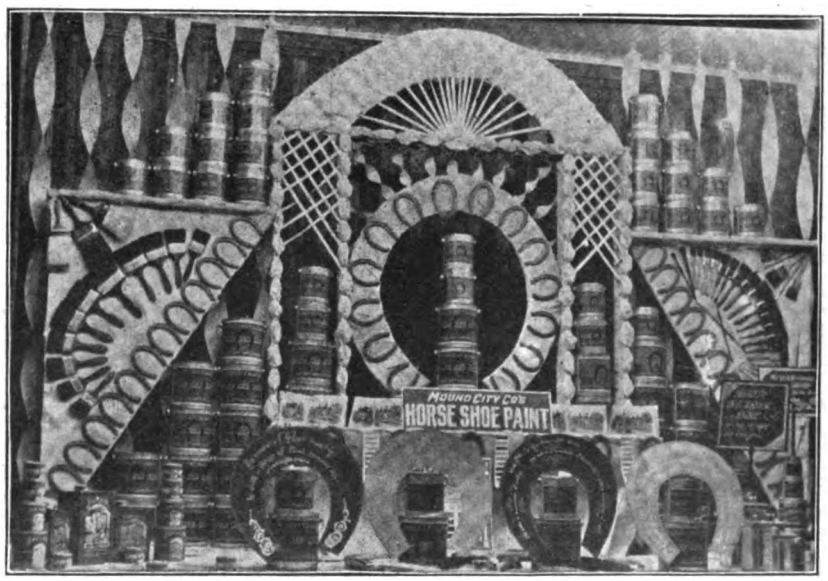
Mr. Pessimistic said: "It smells to me a little like rain; it seems to me I can see a cloud over there in the sky, and I tell you right now I am not going to take any chances by going out on the lake until conditions change. The boat might tip over, you know, and then I would lose all of my expensive tackle. Even if the boat didn't spill me out, if it rained I would get wet; if I got wet I would catch cold; if I caught cold I would have a fever, and if I had a fever I would probably die; so I am going to stay on shore until everything is more favorable."

Mr. Optimistic said: "Well, you can stay here; count your worms and eat your frogs if you want to, but I am going out. I have put a lot of money into this outfit. I have got some good fresh bait, and a little cloud doesn't scare me a particle. Suppose we do have a shower, the sun will soon come out, and, anyway, you would dry off just as quickly in the boat as on shore; besides all that, I want some fish and I am going to have them."

All day long Mr. Pessimistic sat on the shore waiting for the storm which never came. His worms dried up, his frogs died, and at night when Mr. Optimistic came in with a big string of fish, he cursed his luck, said everything always went against him, and then teased Mr. Optimistic to divide his fish with him.

MORAL.—Simply because Wall Street was foolish enough to get its feet wet is no reason in the world why the entire country should stand still and shiver. Don't scuttle the ship or let the bait dry up. Put on fresh bait, a pleasant look and trust in Providence, but don't forget to throw out your line. No man ever caught a mess of fish who jumped out of the boat, ran up in the woods and kicked a tree. The country was never in better shape than it is this very minute, with "bumper" crops and good prices; all we need to do is to displace foolish fear with intelligent confidence. Business conditions will again be normal just so soon as the mind of the people is normal.

W. L. BROWNELL.



PAINT WINDOW DISPLAY BY PRAEGER HARDWARE CO., SAN ANTONIO, TEX.

Paint Window Display

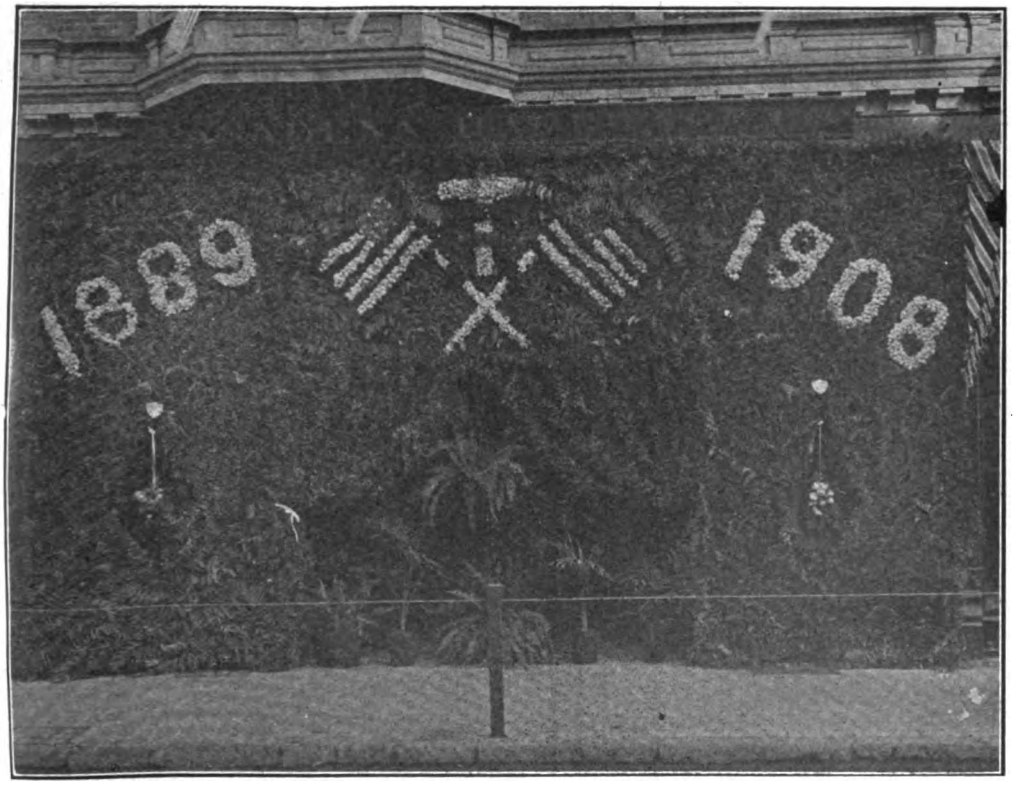
Praeger Hardware Co., San Antonio, Tex., recently had a good paint window display, as shown in the accompanying engraving. Careful examination of the illustration will show the arrangement of horse shoe in the center, the brushes at the sides and the cans of paint about the window. With the colored labels the whole window has a decided tendency to make the window gazer think of but one thing—paint.

Call your customers by name. Take particular pains to be able to do this with newcomers in town. This is one point that storekeeping can learn from politics.

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A Floral Hardware Front

A YEAR ago the Pasadena Hardware Co., Pasadena, Cal., took part in the annual Tournament of Roses in that city by the decoration of their store, and captured the second prize. The tournament took place again this year and the company came off with the same honors. The store front is shown in the engraving herewith, but does not give any conception of the beauty of the decorations. The background, entirely concealing the windows, was of ferns and smilax interwoven. At the center were crossed flags made of flowers. Red geraniums and white roses formed the stripes, and blue violets served for the blue



DECORATION FOR TOURNAMENT OF ROSES, BY PASADENA HARDWARE CO., PASADENA, CAL.

in the flag, while white carnations indicated the stars. The flagstaffs were made of white geraniums. Above the flag appeared the monogram "T. R.," signifying Tournament of Roses; the T was of white roses and the R of red roses. At either side in pink rosebuds, in letters a foot long, were the dates "1889" and "1908," showing date of establishment and the present year. Below, portieres of smilax were looped back with ribbons and baskets of flowers hung against the greenery. An amusing comment was made by a woman who was admiring the decorations, and whose "politics" can be judged by her statement: "There, this might have been the prettiest window in town if they hadn't gone and stuck T. R. up there to spoil it all; they think they have to drag in Teddy everywhere." After she was duly informed she walked away with a self-satisfied smile. The entire store front is 15 x 27 feet.

An ungainly, home-made word is "stickto-itiveness," but it spells success in advertising more than in anything else. Don't be a quitter.

The man who advertises is the man who realizes.

Electric Sign on His Back

A few nights ago while walking on one of New York's streets there was seen just ahead a well dressed and bulky man strolling leisurely along smoking a cigar, when suddenly on the back of his coat there glowed in green illuminated letters the words "Pure Whisky." Then again in white letters under that the name of a well advertised brand. As I stared the light went out, the letters vanished and he was again an ordinary pedestrian wearing a long dark overcoat. This is evidently the latest in the advertising business.

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Used Picture Postal Cards

H. S. Stirn, Morristown, N. J., dealer in Hardware and house furnishings, sent out a thousand picture postal cards the first of the year. The card gave a good picture of the Stirn's store. After wishing the recipient a Happy New Year, he or she was invited to come to the store and receive a new calendar. The results were quite satisfactory.

Byron E. Walter, who has conducted the Walter Hardware Co., South Milwaukee, Wis., for the past twelve years, has sold his interest in the company and retired from business. His son, A. W. Walter, has purchased the business and will conduct it in the future, no change being made in the name.

A Correction

In our last issue in an illustrated notice of an advance postal card issued by the Witte Hardware Co., of St. Louis, the types should have stated that it was good advertising for the "H. & A." Safety Police Revolver, which is manufactured by the Hopkins & Allen Arms Co., Norwich, Conn.

John Mackey & Son, the hustling retail Hardwareman of South Haven, Mich., for this year issued a large hanger showing a pretty maiden posing, and the name is given as "Eve." The calendar sheets were in the lower corner. The firm issue circulars, catalogues, etc., during the course of a year and keep right after their local trade. It's a safe thing to wager that the catalogue houses don't bother their trade much.

A West Indies Hardware Store

In the accompanying illustrations are shown the store of John S. George & Co., Nassau, N. P., Bahamas, West Indies. This business was originally established in 1860. The



EXTERIOR VIEW OF HARDWARE STORE OF JOHN S. GEORGE & CO., NASSAU, W. I.

store consists of two floors, each 40 x 100 feet, and acknowledged to be the finest store in the city. The present structure was erected in 1902, as its predecessor was destroyed by fire.

False Economies, Costly

To the Editor:

Many a Hardware proprietor, traveling man and clerk lose dollars in following out their ideas of strict economy in saving the pennies. A most common error is limiting the outlay for lunches. By limiting the supply of fuel to the center of nerve force, we diminish our supply of energy and brain activity just so much. The nervous, overworked sales-

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man behind the counter never succeeds in making a favorable impression on the possible buyer, whereas the energetic man whose active brain grasps each situation as it presents itself, in the selling of Hardware, creates a favorable impression and inspires confidence on the part of the customer as regards the salesman's knowledge and the worth of the article. Some traveling men never spend money for a sleeper, and rather than patronize the dining car, live on sandwiches, etc. What is the result? They are sore from the cramped position following sleeping in seats. From the effects of irregular eating they are so used up and out of sorts they do not do justice to themselves or employers when they come in contact with customers. The result is always the same—pennies saved, dollars lost. It takes snap and energy to convince a Hardwareman he ought to add to his already large stock, and this can never be accomplished with an impoverished brain. This is especially true of salesmen who make long trips, as it takes days to overcome the punishment given their bodies and stomachs. As a consequence, valuable time is wasted.

No salesman can afford to risk an interview with his customer when he is not in prime condition. It pays to be in good health and have that comfortable feeling which is only brought about by giving careful attention to the body machinery, which in turn promotes good health and a clear brain, a salesman's working capital. Cheap help is not always economy. One of the greatest errors some employers fall into is that cheap help is economy. The most successful Hardwaremen are those who have discovered that the best salesmen were the cheapest in the end. The inactive brain, the listless manner, expensive blunders, loss of customers from poor salesmanship, lack of interest in the business all tend to show the false economy of cheap labor.

The impression made on a customer bv a clerk often creates a reputation for good or ill. Invariably a customer will steer clear of a store if he has taken a dislike to the manner of one of its clerks. A cheap clerk makes a customer hesitate about his purchase. He instinctively feels the inferiority of the man selling the goods and he begins to distrust the value of the article. Whether he buys or leaves the store without a purchase, he carries away with him a sort of distrust of the place. Cheap clerks, therefore, cheapen a store and eventually lower the tone of its patrons. Many a concern has gone to the wall simply because the proprietor in his endeavor to save



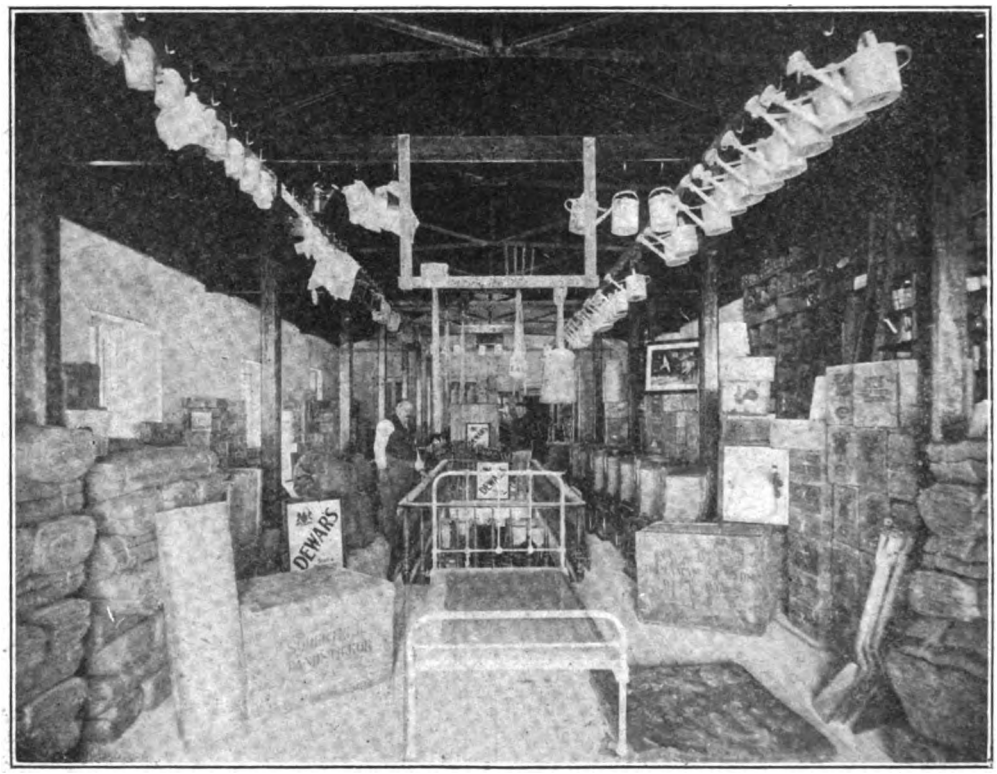
FIRST FLOOR VIEW OF HARDWARE STORE OF JOHN S. GEORGE & CO., NASSAU, W. I.

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a few dollars hired cheap salesmen, who, in turn, lowered its character, which eventually meant its downfall.

It is human nature for a customer to instinctively feel the manner in which he is approached or waited upon by the clerk. The tone, the smile or the brightness of the eye all help to make a sale; as the personality of the salesman brightens up your desire to make a purchase, and you find yourself unconsciously becoming interested in other articles to which he draws your attention.

a manner that commands respect, he must be able to size up situations and think quickly. These conditions can only be brought about by the use of pure food, refreshing slumbers, and the companionship of business associates from whom he absorbs high ideals and a desire to become as high as this or that one in the Hardware world. Companionship makes or breaks the average young clerk starting out in life. The clerk whose chief desire is to increase his firm's business, is usually rather cautious about selecting his comrades, and as a



VIEW ON SECOND FLOOR OF STORE OF JOHN S. GEORGE & CO., NASSAU, W. I.

Poorly dressed clerks, compelled to put up at cheap boarding houses, and whose mannerisms depend largely upon their environments and the character of their fellow boarders, can never assist in building up a successful business, unless they possess a sound body and naturally strong active brain. These requisites will enable them to overcome the barriers placed before them in the form of "poor pay" by employers. Poor wages stunts the ambition of the average clerk, but if there is a ray of hope for advancement, the good are quickly sifted from the inferiors.

The mental and physical developments of a man depend upon his environments and manner of living. To do his best work he must have a clear brain, a penetrating eye,

rule, they are those from whom he gains ideas and theories that are of benefit to him in his particular line of business.

Economy based on natural stinginess is a serious drawback to the success of any firm as the percentage of failures will testify.

True economy, avoiding all waste and extravagance and applying expenditures to the best advantage is a virtue, whereas parsimony is a vice. B. F. R.

If you are the sort of a clerk who doesn't care whether a customer buys or not because "your pay goes o njust the same, I wouldn't care if the boss were to bounce you to-morrow morning.

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Foreign Trade for Last Year

The foreign commerce of the United States in 1907 makes a new record in exports as well as imports. For the first time the monthly export record has crossed the 200,000,000 line, the total for November, 1907, being $204,444,860, while the import record of $133,110,170, made in March, is the largest total of importations in any single month in the history of our commerce. The imports of the full year exceed $1,400,000,000 and the exports exceed $1,900,000,000. If to this we add the trade with the non-contiguous territories of the United States, the value of the merchandise entering the ports of the continental United States would aggregate nearly $1,500,000,000 and the merchandise leaving the ports of the continental United States would aggregate nearly $2,000,000,000.

The growth in the foreign commerce occurs chiefly in manufacturers' materials and manufactures. In imports, crude material for use in manufacturing shows for the ten months for which figures are available an increase of about $40,000,000 over the corresponding period of last year, and manufactures for further use in manufacturing show an increase of about $29,000,000, while manufactures ready for consumption show an increase for the period named of $46,000,000. On the export side, raw materials for use in manufacturing show an increase of $48,000,000, manufactures for further use in manufacturing an increase of $13,000,000, and manufactures ready for consumption an increase of $29,000,000.

The growth in exports, which amounts to considerably over $84,000,000, occurs, as already indicated, in manufactures and manufacturers' materials. Manufactures ready for consumption show in the ten months for which figures are available an increase of about $28,000,000, manufactures for further use in manufacturing an increase of $13,000,000. Of manufacturers' materials the article showing the chief increase is raw cotton, of which the exportations for the ten months ending October were $316,500,000, against $271,500,000 in the same months of last year. In manufactures for further use in manufacturing copper ingots show a slight increase, the total for the ten months being $72,500,000, against $69,750,000 in the same months of last year. Manufactures of iron and steel show a marked increase, the total value of iron and steel exported for the ten months being $165,000,000, against $142,500,000 during the corresponding months of last year. Agricultural implements $23,500,000, against $21,500,000 during the same months of last year.

This increase in imports and exports occurs in the commerce with nearly all sections and countries of the world. To Europe the exports in the ten months ending October were $1,003,000,000, against $970,500,000 during the corresponding months of last year; to North America, $608,000,000, against $269,333,333 during the ten months of last year; to South America, $71,000,000, against $64,000,000 in the same month of last year; to Asia and Oceania, $116,500,000, against $105,500,000 in the corresponding months of 1906, and to Africa, $13,000,000, against $16,000,000 in the corresponding months of last year. The imports from Europe are $625,000,000, against $562,000,000 in the ten months of 1906; from North America, $239,500,000, against $210,000,000 during the same months of 1906; from South America, $126,000,000, against $111,000,000 in the same months of the preceding year; from Asia and Oceania, $209,500,000, against $174,000,000 in the corresponding months of last year, and from Africa, $20,000,000, against $9,750,000 during the same months of last year. As regards the non-contiguous territory of the United States, including in that term Alaska, Porto Rico, the Hawaiian and Philippine Islands, Guam, Tutuila, etc., the total merchandise brought into the country from all that territory was valued at $68,500,000 in the ten months of 1907, against $64,500,000 in the ten months of 1906, and the total merchandise exported to that territory was $58,000,000, against $47,500,000 in the same months of last year. These records prove conclusively America's great strides in export trade.

A Foreign Hardware Circular

In the accompanying illustration is shown a reproduction of a circular gotten out in Cork, Ireland. It was printed in two colors on a colored paper. The reduction is sufficiently large to read the wording of same.



A FOREIGN HARDWARE CIRCULAR.

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Birth Notice

"ST. LOUIS, Jan. 24, 1908.
"HARDWARE DEALERS' MAGAZINE,
"New York.

"GENTLEMEN: Under separate cover, we have sent you 'The Gimlet,' born February the first, 1908. We have left a blank space on the stone to fill in the rest. We will not attempt to take any advertising away from you. We are not attempting to improve upon the present status of journalism. Deal with us gently. Very truly yours,

"T. F. Wood,
"Advertising Manager."

"The Gimlet" is a vest-pocket magazine, costing 24 cents per annum, Mike Kinney, teamster and editor.

Mike says: "You can always tell a Hardwareman when you see him, but you can't tell him much." Referring to Hardware conventions, Mike remarks:

"I once blew into one, and, taken upon the average, they are worth the money. The long-winded papers were pretty tiresome—the language was too nice. I couldn't help but think that the wives and college educated daughters of some of the delegates helped them write their papers. Some of them were worked off as if the Hardwareman had been practising his paper to the horses and cows in his stable for months.

"Cut out the papers and just let some of the Hardwaremen work off what is in their system without notes. Take my word for it, you will get more truth. Mr. Nailgrabber will at least talk natural, and, speaking for myself, I have always been a great crank for naturalness. I believe an ounce of individuality is worth a pound of fine rhetoric."

"If you can get up a little row in your convention, so much the better. You never get quite as much truth as when men get mad and talk loud. Harmony is all right, but it don't make for progress. Most progress in this world has been made as the result of a scrap."

On the subject of Hardware clerks, Mike observes as follows:

"Of course, the retail Hardware clerk thinks he is a hard worker, but there is more loafing done to the square inch in retail stores of this country than anywhere else. When the average retail clerk from a small country town happens to run up against the buzz saw in the stock department of a city catalogue house he soon writes home that the country air agrees with him better. It is hard for him to get it through his head that when he draws a regular salary he should be expected to do regular work—all day long.

"It is, of course, a good idea for the proprietor to set a good example to his clerks by working, but if you are not in that class, the best thing to do is to tell them frankly you propose to do all the loafing, drinking, swearing, smoking, tobacco chewing, social chatting and domino playing for the entire firm, and that the rest of them are expected to hustle, and that you intend to see they do hustle.

"A good motto for every store is: 'Fish, cut bait, or get out of the boat.' If there is nothing else to do have your clerks take the goods out of the shelves, clean the goods, clean the shelves and put the stock back again. The clerks at least will become familiar with your stock and will know where the goods are."

"Over in India the majority of the population devote most of their time to meditation. Nobody knows what they are meditating about. Real estate in India is not advancing in price and the people meditate too much to have enough energy to emigrate, so they just sit. India is a world without an opportunity.

"Some people are very patient. Sometimes I wonder whether it is patience or just plain laziness. It is often much easier to be patient than to be energetic—much easier to accept wrong conditions than to get up and change them.

"So you want to know what I think caused the panic? That's easy: The president lied to the board of directors. The board of directors lied to the stockholders. The stockholders lied to the people. The lie was 'called' and then we had a panic. We found there was not quite as much lying as we thought, and so now confidence is restored."

The children are your most discerning customers. Every child well treated means a grown-up friend for your store.

Early last month a leading daily paper of Richmond, Ind., had a "Returned Confidence" issue. Letters were published from various local manufacturers and retail houses expressing confidence in the future and giving their views at length. One of the houses was the Jones Hardware Co., a hustling retail and wholesale concern. They also had a full-page advertisement, in which appeared the 1908 motto, "Trade in Richmond.

Newspaper Advertising

Junius W. Hamilton, Bellefontaine, Ohio, occupied an entire page in a recent issue of his weekly local paper in a "Heart-to-Heart Talk." It was a talk appealing for home patronage on business principles, the prospective customer being assured that any and all competition would be met. As a part of the ad. there was given quite a list of manufacturers in different lines, indicating that purchases were made direct from the makers. Following this talk were numerous quotations of special prices on different articles. It was a good form of advertising, but would have been stronger had half the amount of reading matter been eliminated and illustrations used. Cuts catch the eye; there is no getting around this fact.

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Percentage of Profit to Salesmen

As regards percentage of profit to salesmen, I would suggest this: Pay each salesman a percentage on the total cash sales made for each month. The percentage to be based upon the salary the men are now getting; a percentage on total credit sales made on same basis. This last is a perfect (as near as any system can be perfect) prevention of goods going out not charged, as each salesman is careful on his own account, and also has a bit of a lookout that the other salesmen are equally careful to see goods are charged.

Every one selling goods is in on this plan, except the owners. We find it keeps every one on the jump and that if one clerk cannot sell a customer some other one tries to sell them, as the percentage is figured on total results, not on each clerk's sales. J. DALAND, JR.

As to paying clerks a percentage on sales or salary, I told two of my men last February, when we invoiced, that if business kept up all right I would give each $100 flat on February, 1908. I purchased my predecessor's business two years ago, and have raised the salary of both of these men $50 to $100. They have been with me, respectively, 18 and 15 years, and I don't propose to let anyone get them away from me. They appreciate it, all right, and I think I am the gainer. Men who care a snap whether your business goes on or not, are scarce in this neck of the woods, and I guess the same conditions prevail elsewhere. I have always taken the position that where men served faithfully they were entitled to some share of the profits. Your Magazine is too good to "pass up," so am sending in my renewal, which I have been doing for a number of years.

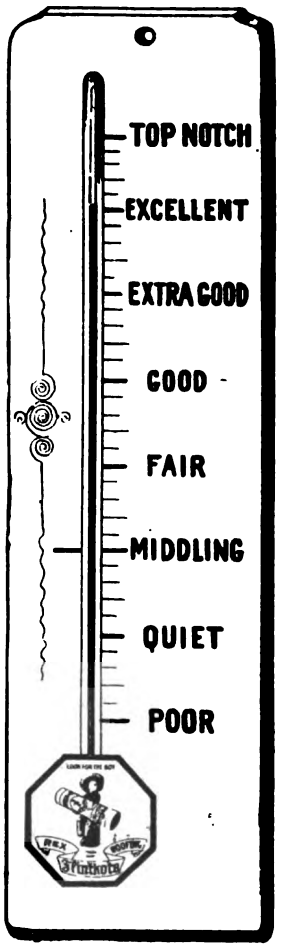
WESTERNER.

Change to Net Weight Packages

Leading paint, color and white lead manufacturers have changed all packages of their products sold by the pound from gross weight to net weight. This change went into effect Jan. 1, 1908. Heretofore it has been the custom of the trade to put up all paste form goods in gross weight packages, although liquid goods have been sold by all reputable manufacturers for some years full United States standard measure. This is a step in the right direction because it fixes a definite standard regardless of the shape or weight of the package in which the goods are sold and enables the consumer to know how much material he is buying. A number of paints and colors are already on the market bearing net weight on the labels. All reputable lines of this character will be effected as soon as the various makers can carry out the necessary changes.

Barometer of Trade

In the accompanying illustration is shown a Barometer of Trade and if the dealer will study it he will find that the volume of business fluctuates from the "Top Notch" record down to "Poor," in accordance with the service he gives to his trade and the activity and intelligence shown in conducting business. It is no accident which enables some concerns to always report "good" or "extra good" or "excellent" as the status of their business affairs,



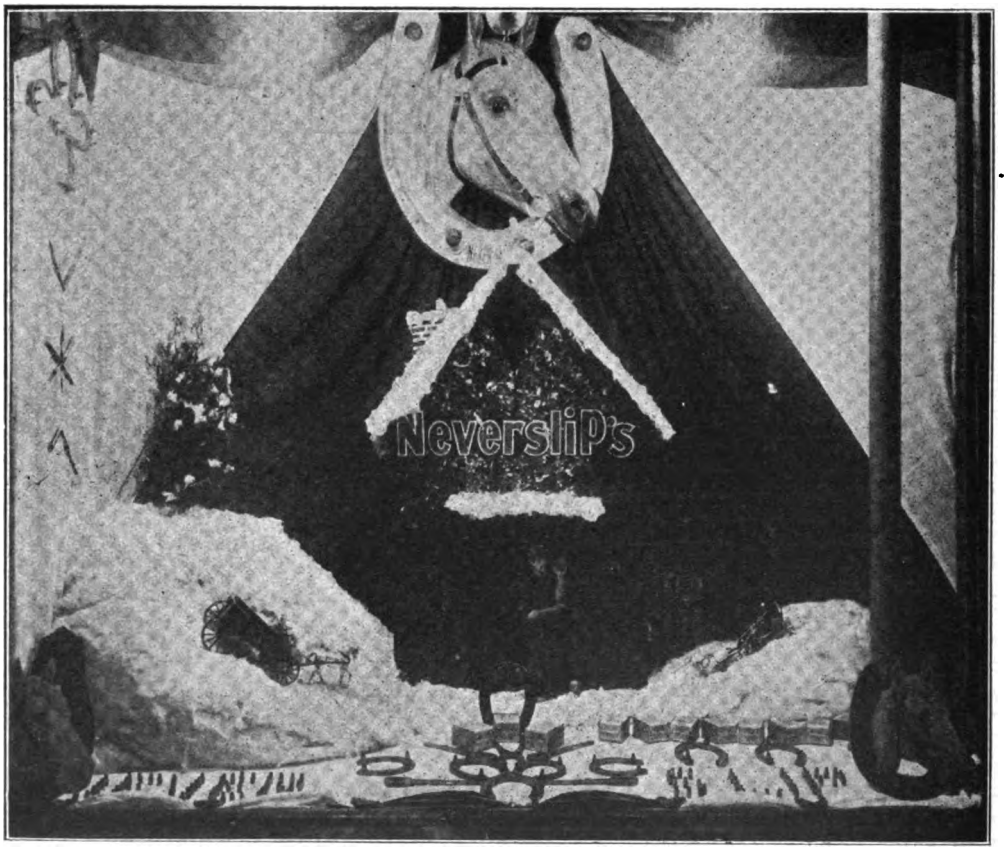
THE BAROMETER OF TRADE.

while some of their competitors weakly say "middling," "quiet" or "poor." J. A. & W. Bird Co., 34 India street, use this illustration in their house organ, "The Ridgepole." They add to the above: "We are all in business to make money; you as dealer, we as manufacturer and others as salesmen. If we keep closely together, shoulder to shoulder, each day improving on the day before, there is not the slightest question of our reaping the financial harvest, in proportion to our labors."

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Displaying Horseshoes and Calks

It is not always necessary to go to extremes in making up a window display that will attract and bring sales. Using some of the everyday scenes of life and putting them inside the show window will draw the public's attention, which is always on the alert for something new or novel. A few "Neverslip" Horseshoes and Calks are shown in the display in this connection, which is the work of Martin Propst, with J. C. Rogerson & Co., Hudson, N. Y. The background shows a smith's shop, with the smith standing in the doorway with calk in hand and shoe nailed to the door. The roof is covered with snow, former of cotton, the latter also serving as the snowbanks on either side. Descending each of the snowbanks is a horse-drawn vehicle, showing the non-slipping feature of the goods advertised, although it seems queer that a coal wagon should be used when there is such a large amount of snow to carry sleigh runners. In the foreground goods are scattered around. At the top of one of the snowbanks appears a small tree to add life to the display.



A PRACTICAL DISPLAY OF HORSESHOES BY J. C. ROGERSON & CO., HUDSON, N. Y.

Good window displays are forceful salesmen.

The Newspaper Ad.

The heading of a newspaper advertisement should give, in as few words as possible —three or four are not too few—the entire sense of the body of the announcement which follows. If possible, the heading should indicate the complete contents of the advertisement; therefore use a long heading if necessary; a short one that does not do so would not be as successful as a long one that does. It will probably be found much easier to write the heading after the body of the announcement has been composed. In this way an appropriate heading is easier of selection. As to the body of the advertisement. Its general appearance should convey the idea of neatness and good taste. Sprawley announcements should be avoided. Careful consideration should be given to the class which it is desired to reach. There are several styles in which the advertisements may be composed, and that which will best appeal to the class to be reached should be chosen. In writing newspaper announcements use good plain English that can be easily read and understood. A plain, hit-the-point, forceful announcement should always be aimed at.

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THE HARDWARE SHOW WINDOW

By O. A. Keyser, Manager Sales and Advertising, The Dover Mfg. Co.

Cash Value of the Show Window—Advertising Value of Displays—The Window Trimmer—Construction of an Ideal Show Window—Backgrounds and Decorations—Show Window Fixtures—Life in Trims—Signs in Windows—Lighting the Window—Planning a Trim.

The value of a show window for advertising purposes depends largely upon its location, or, at least, upon the number of people who can be induced to look at it. Just as in all kinds of advertising, the value also depends upon the quality of the local medium and the character of the advertising.

I cannot estimate the cash value of the show window as so much "space." A window may be worth just as much or a hundred times as much as a bulletin board. I do know, however, that the show window is worth a certain cash value as advertising space, and the dealer who fails to use his window for all it is worth as an advertising medium is losing just so much actual money.

If you leave your savings account in a bank that does not pay interest, you lose a certain number of dollars every month. Why not apply the same reasoning to the show window? I wouldn't care to lose one dollar, or five dollars, or ten dollars a month if I could save that money just as well as not. Furthermore, since it is impossible to figure the "interest" or profit on your show window, you cannot tell how much you are losing if you do not use it for its maximum earning capacity.

Perhaps you will be able to approximate the cash value of your show window as advertising space after you have used it effectively for a few months. I desire to suggest that the dividend paying quality of your window accumulates with use. In other words, the interest compounds. I shall discuss the cumulative theory of advertising in a later lesson.

One doctrine of advertising must be anticipated here: Results cannot always be traced direct to a particular advertisement. Advertisers who overlook this general statement often decide that a certain form of advertising does not pay, when it really may be the very backbone of the advertising campaign. This leads me to warn you not to become discouraged too early in your practice of advertising. "Heaven is not reached at a single bound"—and the bounder in advertising usually doesn't get up very far. It takes a long time to gain reputation for a name. "Paying for the name" isn't the result of mushroom growth. "The name" is the result of persistent advertising—persistent even in seeming adversity.

Merchandizing is a conscious effort to place the producer's commodities in the hands of the consumer. The retailer is a medium between the producer and the consumer. At one time the producer did his own merchandizing without the intervention of a middleman. Later it was discovered that middlemen would be a convenience. So the producer ceased to go direct to the consumer, but considered representation by an agent, who would give all his time to the act of selling, a more efficient method. Under the circumstances this method of distribution came to be regarded as absolutely necessary. The middleman's services became indispensable.

Perhaps the chief obstacle in the direct-from-producer-to-consumer method of distribution was distance. When mail and merchandise were transported by means of messengers and wagons, the consumer could not anticipate his needs far enough ahead to order his supplies from the various manufacturers and the manufacturer could not make delivery of a few commodities to each individual consumer as supplies were needed. It was necessary, therefore, to have a local depot where stocks could be kept and parceled out to consumers as desired.

This method of distribution is in effect at the present time for the most part, but the obstacle of distance is gradually being overcome. Every time that the speed of trains between two points is increased, the distance between those points is practically lessened. For instance, New York City is six hours nearer Chicago when trains make the trip in eighteen hours instead of twenty-four. Furthermore, to all intents and purposes, distance is lessened when transportation charges are decreased. In other words, the consumer is brought nearer to the producer every time a quicker and cheaper transportation schedule is put into effect.

What will be the result when the consumer can get goods almost as quickly and with possibly less expense direct from the manufacturer as compared with getting them from the middleman?

I am putting this question flat in order to open up your eyes to the possibilities of the future. Enough direct-to-the-consumer business is being done at the present time to illumine the situation.

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This article is intended to assist the retailer to win out in the struggle for existence. I cannot, therefore, shut my eyes to conditions as they really are.

If the retailer intends to retain his footing in the present evolution of merchandizing

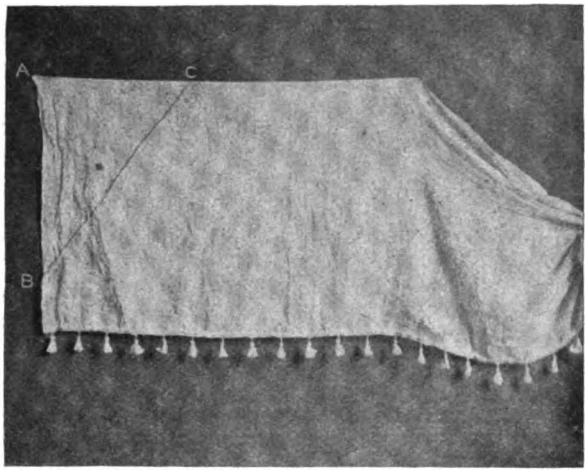


FIG. 1—FIRST STEP IN MAKING ROSETTE.

methods, he must vindicate his personal fitness to survive.

I fear that the average retailer is a poor distributer of goods. If retailers as a class had absolutely demonstrated their ability or willingness to distribute the maximum amount of goods, why should the manufacturer think it necessary to devote so much energy to direct work on the consumer?

Be that as it may, a great many manufacturers have found it necessary to advertise to consumers. This condition is of great temporary benefit to dealers in general, and will be of permanent benefit to those dealers who are wise enough to make the most of it. If any dealers are to survive the change in merchandizing methods, it will be those who learn how to connect with the current generated by the general advertising of manufacturers.

Speaking of "current," I am impelled to compare the distribution of goods to an electric circuit. This circuit begins with the manufacturer and ends with the consumer. The current is transmitted through the jobber and retailer. Your value in the circuit depends on whether you are a good or poor conductor—whether you help or retard the current—whether you cooperate or resist.

Your show window advertising can be of value in connecting the circuit between producer and consumer. I desire to emphasize the statement that the dealer must culminate the sale that has almost—but not quite—been made by the manufacturer's advertising.

In the case of a window display, possible customers will see that you carry the actual goods which they have seen advertised. The advertising has aroused their desire and they have been waiting to find out where they can lay their hands on the advertised article. This desire is valueless to either yourself or the manufacturer until the sale is concluded. If you fail to close the sale, you have failed in your duty as an efficient distributer. Of course, the prospective customer may see the advertised article in some other dealer's window, but what good will that do you? After all, business is not philanthropy; you desire to take advantage of the demand created by general advertising for your own profit, not to accommodate any one else. Your fitness to survive depends upon your ability to get business. If the other fellow diverts business that might come to you, your position in the merchandizing struggle is weakened just that much.

One thing that the retailer desires is to have people acquire the habit of coming to his store. Before getting inside the store, people have to arrive at the door. It is not as difficult to get people into your store if they

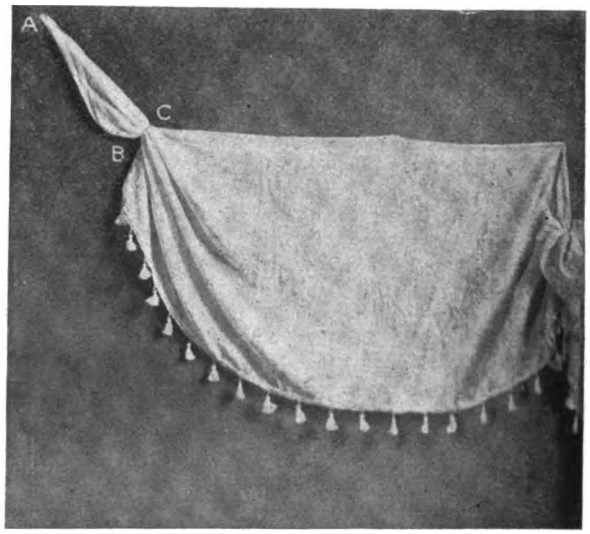


FIG. 2—DRAW STRING PARTLY TIED.

are once at the door as if they were a block away gazing at the window display of your rival up the street. Make your windows attractive and interesting. Sometimes a good prospective will see something in your window that will induce him to enter. Once hav-

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ing broken the reserve that has formerly prevented his walking into your store, you may have gained his habitual patronage.

Did you ever realize that people dislike to go into your store and inquire for something that you may not have?

One sloppy day not long ago, I made up my mind to purchase a pair of advertised rubbers. I needed rubbers and had made up my mind to get this particular brand. On my way through the shopping district, I looked into the windows of every shoe dealer to discover who handled that kind of rubbers. I thought that one of them would certainly have some of these rubbers or a sign at least in his window. Well, I went without rubbers for a week, because I disliked to go into a store and ask for them for fear that dealer would not have them in stock. Finally, I did muster up courage to ask at one store, and I procured the rubbers. That dealer had a dollar tied up in rubbers one week longer than necessary.

The point I am trying to make is that people do not like to ask a dealer for something, and, failing to find it, leave the store without making a purchase. Every one knows that the dealer dislikes to miss a sale. Some people even buy what they don't want rather than leave a store without buying anything. This is especially true in small towns where consumers and dealers are social acquaintances.

But, when people do buy what they do not want—out of consideration of the dealer's feelings—they get just a little sore. Isn't it much better to let customers know beforehand that you have such-and-such an article in stock? By displaying a different line of goods every few days or every week, you will in the course of time acquaint people with your complete stock.

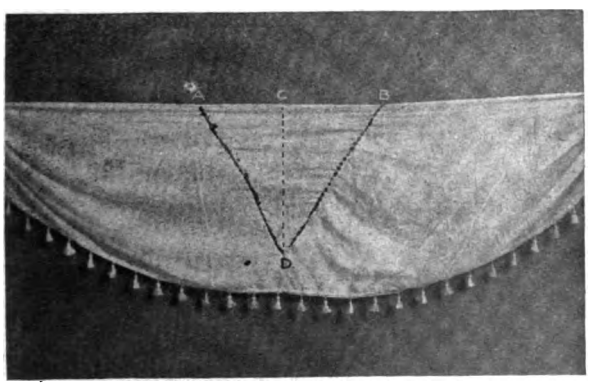


FIG. 4—FOUNDATION OF ROSETTE, FIG. 2.

Window displays do more than close the circuit of distribution, however. They create original wants. Sometimes an article has uses so plainly apparent that the mere sight of it suggests a desire to possess.

One of my retail hardware friends had a lot of fine brass cuspidors in stock. He had them for a long time and they were not in demand. It occurred to him that those shiny brass cuspidors would look well in a window trim. In some mysterious manner there arose quite a demand for those particular brass cuspidors all of a sudden. He thought that the window display had a good deal to do with it.

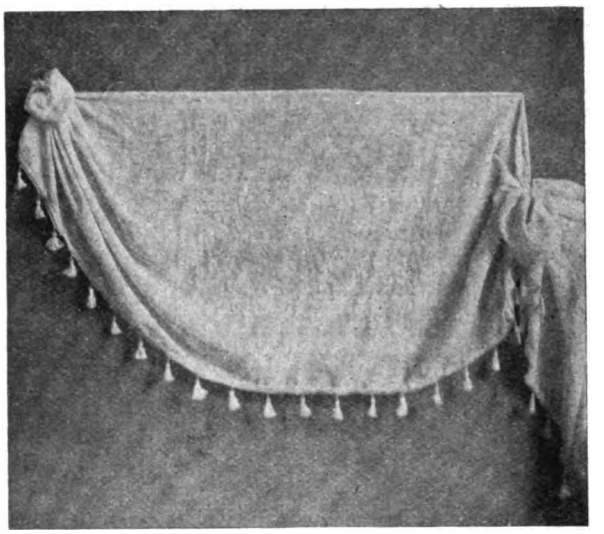


FIG. 3—THE COMPLETED ROSETTE.

Actually, people are longing and waiting for some of the commodities that you have hidden back some place in your store. Just trot them out into your window and let people see them. You will be pleased with the experiment, too.

Don't talk about this and that not being in demand. Every utility is in either actual or potential demand. I can prove this statement in a few words.

Necessity is the mother of invention. The inventor is a man who recognizes a need and applies his mental energy toward devising a utensil which will satisfy that need. The need may be inherent or acquired, but still it exists. For everything that is needed there exists either actual or potential demand.

Just think this matter over and you will agree with me. Of course, you will not be able to grasp this thought if you do not know exactly what is meant by the terms which I use. It is advisable to consult a good dic-

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tionary frequently when one is reading or writing.

In making the above argument, I have appropriated for my major premise the maxim:

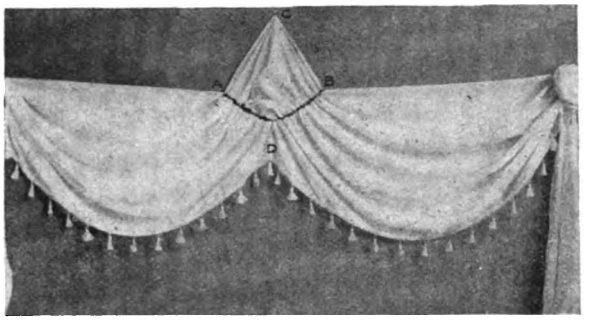


FIG. 5—DRAW STRING PARTLY DRAWN.

"Necessity is the mother of invention." Call to your mind any article in your stock, and you will admit the truth of this saying. You must discriminate, however, between "inherent" and "acquired" needs. Here is my argument in a syllogism:

Every invention is something that satisfies a need.

Something that satisfies a need is in demand (actual or potential).

Therefore, every invention is in demand.

Of course, actual demand cannot exist for a commodity which people do not know anything about, and potential demand is of no more value to you than the north pole to a Hottentot—unless you convert the potential demand into actual demand by making possible customers conscious of the utilities that will satisfy their wants.

Show up these utilities in your window displays. The value of such displays is so apparent that no dealer should remain indifferent to the subject. Don't be apathetic. Force yourself to take an active interest in all good business bringing methods.

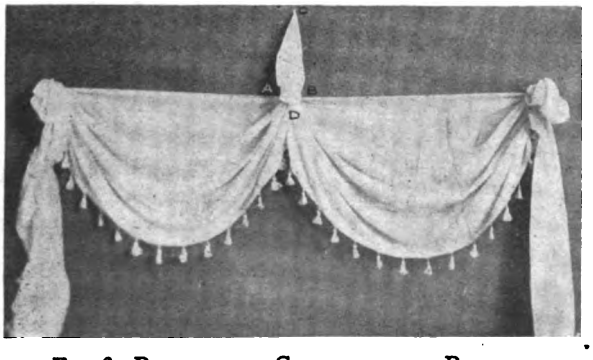


FIG. 6—READY TO BE CONVERTED TO A ROSETTE.

There are two kinds of people in this world—the kind that do, and the kind that don't do. I am of the opinion that actual "doing" is much more praiseworthy than unusual ability without deeds.

Be a doer.

Don't think about doing something, but pitch right in and do it. Some people are afraid to attempt anything for fear that they cannot do it to perfection. Nothing is perfect in this world. Those individuals who have approached perfection simply did with their might what their hands found to do. A man never knows what he can accomplish until he actually makes an attempt. Sometimes one has to "sweat" himself into a condition to do things.

One thing is sure—perfection never will come without practice. The man who says "I can," will do something. It may not be a great deal, but it will be more than that accomplished by the man who says "I can't." If you do not possess enough self-confidence to say "I can," at least have the gumption to say "I'll try."

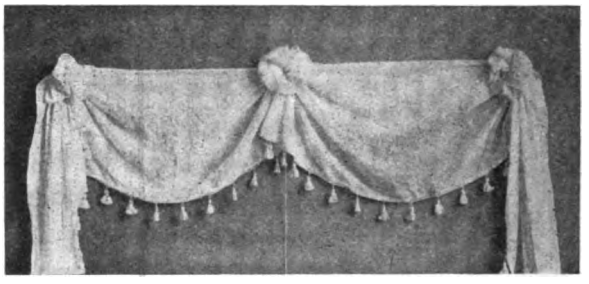


FIG. 7—SECOND ROSETTE IS COMPLETED.

It doesn't take a great amount of ability to make a window display. Of course, a window display can be better or worse, but every expert window trimmer started out by doing the best he could with the expectation of doing better with practice.

If your windows have remained untrimmed, just make up your mind that you will not waste that valuable advertising space any longer. Any one can learn to trim a window.

I think that every retail store should have one man delegated to look after the show windows. He will soon become interested and expert. The results of his displays will be a matter of pride, and he will endeavor to make each display more effective than the

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last. If every clerk and member of the firm "butts in" on the window displays, no one will feel any responsibility in the results. What is everybody's business is nobody's business. It is a good thing all around to fix responsibility. Let one man be accountable for the buying, another for the advertising, etc. Of course, in a small business, each may be compelled to help out in various ways, but each special function of the business should have its particular sponsor.

Perhaps in a small business, one particular clerk should be allowed so many hours per week to care for the window displays. In larger stores, of course, one man gives his exclusive time to window trimming or he may take charge of the other kinds of advertising in addition. I like the idea of specializing. This provides an expert for each operation.

CONSTRUCTION OF AN IDEAL SHOW WINDOW.

It is said that a skillful mechanic can do better work with poor tools than an unskillful mechanic with good tools. That is no apology for poor tools, however. In fact, the more skillful a mechanic is, the more likely he is to own good tools.

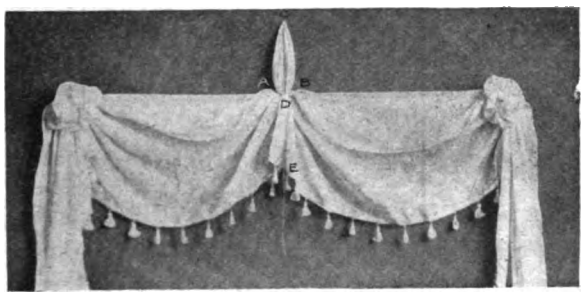


FIG. 9—ROSETTE HALF COMPLETED.

Fairly good displays can be made in poorly adapted show windows. I do not wish to discourage dealers from attempting to make displays even if they do not happen to possess the very best windows.

But, since the value of window displays has been so positively demonstrated, no dealer should be satisfied with show windows that are in any degree a waste of valuable space. In this age of competition, it is suicidal to let anything stand between you and increased business, if there is a possibility of overcoming the obstacle. I therefore advise you to build show windows that are as nearly ideal for display purposes as possible. If it is not advisable to alter your windows for some time, however, don't fail to make the best of your present windows. You will simply have to exercise more skill and ingenuity to make effective showings in a poor front.

For the assistance of those who realize the importance of window display advertising and might wish to make alterations in their present windows, I will describe an ideal show window for a Hardware store:

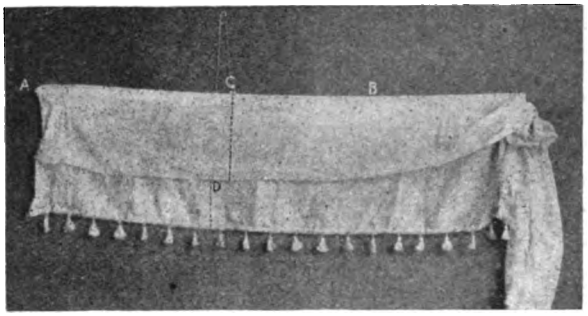


FIG. 8—STARTING POINT OF ANOTHER DRAPE.

Have the window made to accommodate the larger goods usually carried by a Hardware firm, viz., stoves, ranges, washing machines, lawn mowers, bicycles, etc. This means that the window should be about eight or nine feet high from floor to ceiling, and as wide at the arrangement of the store front permits. The floor of the window should be about eighteen inches from the level of the pavement so that the goods displayed will be under the gaze of passers-by. From front (glass) to back the depth should be about six feet, although a depth of as much as ten feet does not come amiss in some displays. (See Fig. 23.)

The front glass should be a solid plate so as to avoid the use of sash bars that obstruct the view. In selecting the plate glass, you must examine it carefully for flaws, waves, and scratches. The glass should be of reasonable thickness as thin glass in large sizes is more readily broken. The size of the plate

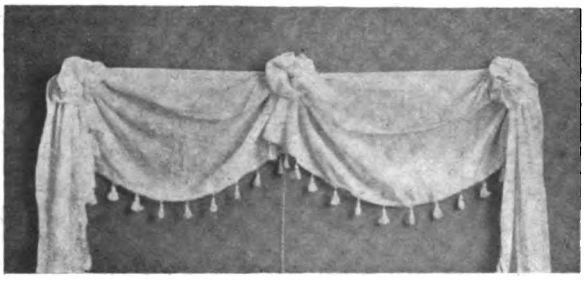


FIG. 10—ROSETTE COMPLETED.

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will of course depend on the height and width of your window.

Plate glass is expensive and all possible precautions must be taken to avoid breakage.

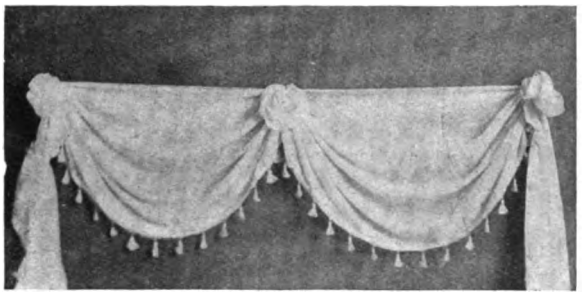


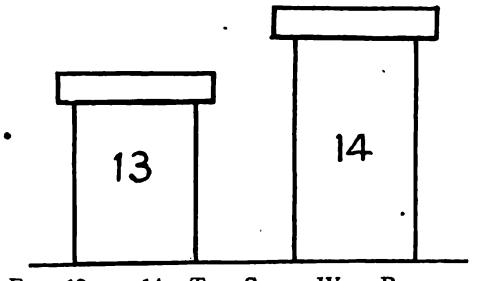
FIG. 11—SAME DRAPE WITH SINGLE FESTOON.

Do not place a heated gas stove or lamp near a plate glass. The uneven heating of the glass may cause it to crack.

Above the sash of the front plate, you should use prism glass by means of which the light will be thrown back into the store.

In the sashes above and below the front glass should be placed air vents. These vents can be made in the shape of flues one inch in diameter. It is not absolutely necessary to use flues, but the angles will tend to shut out dust that would otherwise be blown through holes bored into the sash. In case other forms of ventilators are used, they should be covered with two wire screens, a coarse one for strength and a fine one to catch small insects and dust particles.

The purpose of the vents is to let in cold air from the outside so that the temperature will be the same on both sides of the glass. This is to prevent the glass frosting. It is the only method of preventing frost that has been found practical,



FIGS. 13 AND 14.—TWO SMALL WOOD PEDESTALS

except to use double plates with a dead air space between. Most dealers will hardly care to go to the expense of purchasing two plates of glass.

Some dealers do not appreciate the necessity of a back partition to the show window. This partition can be built as far from the front glass as you think advisable, but, as previously suggested, the depth of the show window should not be less than six feet. The partition is absolutely necessary to box up the window space in order that the warmth of the store does not precipitate frost on the plate front in freezing weather. For this reason the partition and entrance door must be almost, if not quite, air-tight.

If possible, the back partition should be constructed of solid pine or some other soft wood. This will allow you to drive nails or tacks into it readily at any spot desired. In case, however, the arrangement of your store demands more light from the front windows than can be procured from the prism glass of

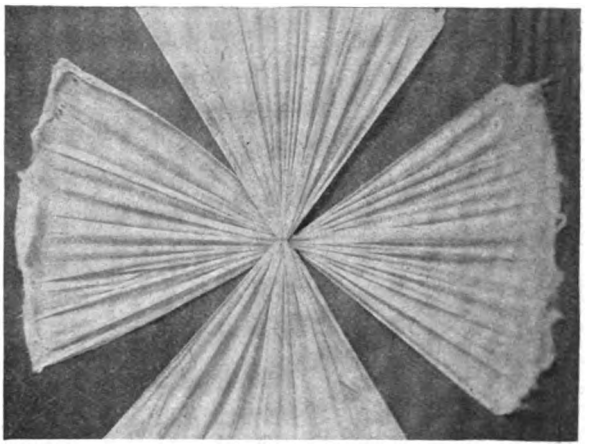


FIG. 12—MAKING A "SUNBURST."

the transom, you can place panes of glass in the partition. (See Fig. 24.)

These panes of glass should be small, with heavy sashes of soft wood for convenience in tacking drapes and fixtures to the sashes at convenient distances. If you make your drapes of cheese-cloth, a large percentage of light can penetrate. Don't leave your show window only half finished by failing to put in a back partition.

The door or doors should be wide enough to permit the entrance of large articles. By making the door slide on tracks, room will be economized. In either sliding or hinged doors, however, the fitting must be perfect so as to be nearly air tight. Never leave the doors open unnecessarily in cold weather. When the doors are open for a minute, a little moisture will gather on the window, but this will disappear as soon as the temperature is again equalized with the outside.

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You can either make a ceiling for the show window or run your back partition clear up to the ceiling of the store proper. There does not seem to be any particular advantage in either form. If you make a special ceiling for the show window, it should be higher at the front than at the back. Make it of soft wood, as there are times when you may desire to suspend drapes and other trimmings from it. In case you do not make a special ceiling for the show window, you can put large panes of glass in the back partition above the line of the top of the front plate.

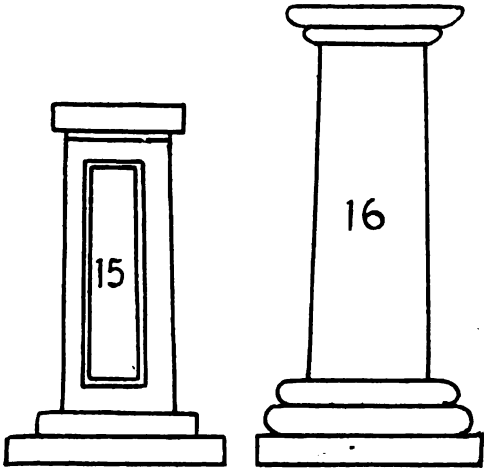


FIG. 15. FIG. 16.

TWO LARGER WOOD PEDESTALS.

The floor should be made of soft wood, matched instead of beaded. You will wish to drive nails into the floor and sometimes bore holes through it for the accommodation of electric wires, pipes, shafting, etc.

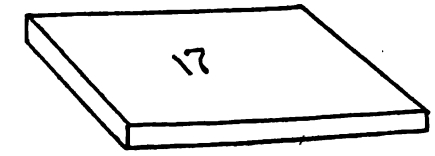


FIG. 17.

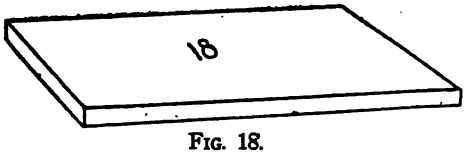


FIG. 18.

SOFT PINE BOARDS FOR TABLE TOPS, ETC.

Avoid posts, sashes, and all other obstructions to the view of passersby. Do not place letters or signs on the plate glass where they will hide any part of the display.

If the wood work of your window is painted at all, it should be finished in pure white. It is often desirable to harmonize color schemes, and the wood parts of the window will either be covered with drapery or they can be tinted with a sash of calcimine or muresco.

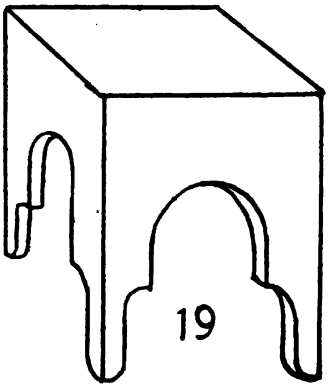


FIG. 19—A HANDY STAND.

Some trimmers are partial in mirror backgrounds and the back partition can be covered with mirrors if wanted. A solid wood partition seems to be most satisfactory in the long run, however.

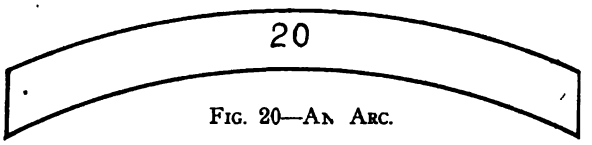


FIG. 20—AN ARC.

The above description will enable you to give your architect a general idea of how you desire your window built; but we suggest that you examine a number of first-class windows before you actually decide upon the

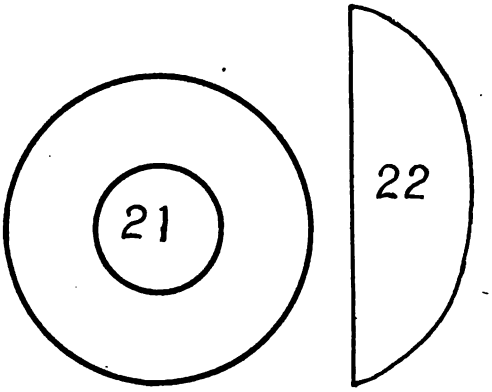


FIG. 21—A CIRCLE. FIG. 22—A SEMI-CIRCLE.

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building plans and specifications. Each store front offers special opportunities—or problems—and these must be solved by the individual.

WHEN AND WHAT TO DISPLAY.

All experienced window trimmers, who have made a success of their profession, advise frequent changes of displays. No display should stand for more than a week at a time. This is principally true for two reasons: First, the passer-by will be attracted by a change in your display, while the "same old window" would cease to have any effect; second, your competitor may imitate your display in order to divide the spoils and, if your display continues to stand, it will simply be a duplicate of his. By changing your displays frequently, you are likely to steal a march on competitors.

It is evident that seasonable goods should be displayed in season or a little before. The trimmer who makes a study of the subject is not likely to overlook this idea.

Another reason why seasonable goods should be shown in season is because manufacturers of such goods conduct their heaviest publicity campaigns in season. Your displays of seasonable goods will, therefore, complete the circuit between the manufacturer's advertising and your own supply.

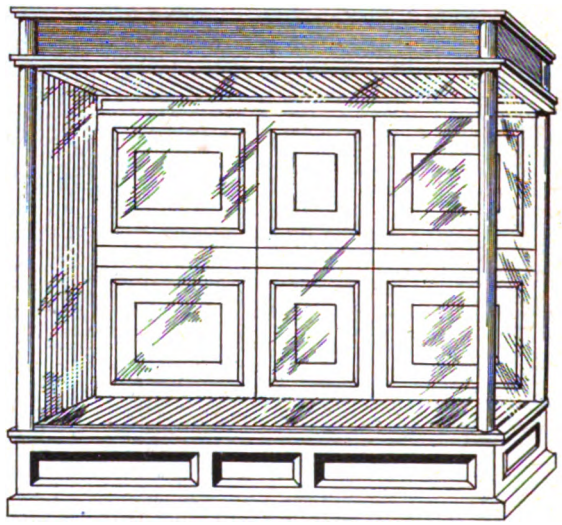


FIG. 23—ARRANGEMENT OF SHOW WINDOW.

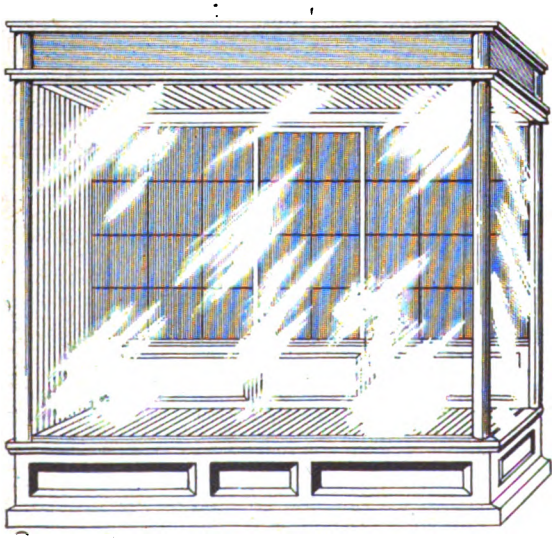


FIG. 24—PANES OF GLASS IN PARTITION.

Special occasions also call for timely displays. Some trimmers take advantage of all historical anniversaries in discovering subjects for displays. Windows trimmed in harmony with the sentiment of Christmas, Easter, the Fourth of July, Washington's Birthday, etc., will attract attention even if they do not result in a great number of sales. Each town has its local festivals which offer occasion for special displays. Old Settlers' Day, Home Week, and other local celebrations can be commemorated by timely displays which will appeal to the sentiments of passers-by. Sometimes it is a good idea to place special attractions of this kind in your windows just to get people in the habit of looking for something of interest. You have gained a big victory when you succeed in thrusting your window displays upon the consciousness of the community. Don't overdo special stunts, for the edge will wear off in time; but a stunt once in a while as a change from the regular routine is a very good thing.

A great many commodities are not seasonable and can, therefore, be made the subjects of displays at any time. The window trimmer might devise a system for displaying such goods. Some trimmers have a date book which provides for the display of a certain line each week in the year. Such a system is all right if it does not result in suppressing originality.

The window trimmer should keep in close touch with the buyer, who will often suggest just what line should be displayed at a certain time. Close co-operation must always exist between trimmer, advertising manager and buyer. This is especially true in stores which are departmentalized. When all work toward the same end, better results will be realized than when

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every one is driving away independently.

Remember that a great many people who pass your store will devote only a glance to your display. As in all kinds of advertising that remain stationary while the observer is moving, simplicity is the supreme virtue of a window display. By this I mean that the "moral" must be apparent at a glance. If you fill a window with a great variety of goods, the casual observer cannot gain any particular impression which will be registered in his mind as a lasting idea. It is better to show only one line of goods at a time. The observer will then be made conscious of the fact that you have that line of goods. This seems like a slow process of acquainting people with your stock, but it is much better to impress one lasting idea upon the minds of prospective customers than to confuse them with a muddle from which no single idea can be extracted.

To be sure, some people will stop to gaze at your displays and in such cases secondary ideas can be acquired. Even then, however, the examination may not last for more than a few moments and the argument still holds good. Display one line effectively, but frequently change the displays. This will bring the quickest and more lasting results.

BACKGROUNDS AND DECORATIONS.

Before your display can do anything else, it must arrest the attention of passers-by. People are inclined to notice the beautiful or the unusual. It is easier to make beautiful window trims than unusual ones. For that reason, you will observe that most good trims are intended rather to please the aesthetic senses than to arouse curiosity.

Besides attracting attention, both the beautiful and the unusual invite examination. Since this is the case, it will pay to bear in mind these two elements in devising plans for window displays.

The beauty of a display is largely dependent upon the background and decorations. This is especially true in the case of Hardware displays. The window-trimmer for a dry goods or millinery store can make beautiful displays to his heart's content, because the goods which he sells are handsome in themselves.

I simply recommend beauty in a Hardware window for its value in arresting attention and arousing interest. It could easily be carried too far. Some articles carried in a Hardware stock would appear incongruous if shown in connection with gorgeous decorations. The idea of utility would be overshadowed. A "golden mean" must be observed in all things. The ability to discriminate in the matter of arranging displays will result from experience tempered with common sense.

In constructing attractive backgrounds, it is necessary to know something about draping.

Drapes and backgrounds can be made of almost any convenient material such as cloth, crepe paper, etc. Cheese-cloth is one of the cheapest and most adaptable materials. It can be procured with an edging of small tassels, which gives it a richer and more graceful effect.

The following descriptions of drapes and rosettes are purposely precise and intended for the beginner. The material to be used is twenty-four inch cheese-cloth with tasseled edging. Such cloth can be obtained in almost any dry goods store.

Figure 1 illustrates the first step in making the round rosette pattern. Measure ten inches from A to C across the top of the cloth and twenty inches from A to B along the end. This gives you a triangular segment with which to make the rosette. Run a drawing-string from B to C.

Figure 2 shows the draw-string tied, leaving the point A to be formed into a rosette. This is done by turning the point back and pulling or patting the cloth into the proper shape.

Figure 3 illustrates the completed rosette, making the starting point of the first festoon.

Now measure twenty-four inches from the the first rosette to A (Figure 4), twenty inches from A to B, and twenty inches from C to D. Run a draw-string from A to D and thence to B. This is the foundation of rosette No. 2.

Figure 5 shows the last-mentioned draw-string partly drawn.

In Figure 6 the draw-string is tied, bringing A, D, and B together and leaving the point C standing above ready to be converted into a rosette.

Figure 7 shows the second rosette completed, which was done in the same manner as the first.

The process can be repeated until you have enough draping to serve your purpose. This will depend upon the width of your window and the depth of the festoons. You may tack or pin the rosettes into place or hang them on needles capped with corks.

As you become more expert, you can make the above drape without the draw-strings. Take up the corner of the cloth in your right hand and gather the cloth together with your left so as to have an "ear" as in Figure 2. This can be done with a little practice as neatly as though you used a draw-string.

Now measure one and one-half yards from the first rosette. Catch the edge of the cloth at this point with your right hand and gather the second "ear" into shape with your left. Tie a string around the gathered place and you have the foundation for the second rosette as in Figure 6.

Figure 8 shows the starting point of another drape with double festoons and ro-

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settes. Fold the cloth over so that the top edge will hang about four inches from the bottom edge. Measure ten inches from C to D and twenty inches from A to B. Tie a string at C about fifteen inches long.

Now turn the top edge back so that the string will hang down behind the main fold. Take hold of the cloth at C, where the string is attached, and draw it through your left hand until A, B, and D come together, leaving C above in the shape of a cone, with the string inside. Tie a string or place a rubber band at A B D. Now pull the string and draw down the point C. This completes your rosette. (See Figure 10.)

Figure 11 illustrates the same drape with the ten-inch edge at the back so as to make a single festoon.

The chief value of the drape is to relieve otherwise bare effects and raw edges. When made of heavy cloth, the drape gives the window a tone of richness and completeness which would be otherwise lacking.

Figure 12 shows how to make what is called the "sunburst" for a background. Take a piece of cloth somewhat longer than the diameter of the space that you wish to cover. Gather it together in even pleats at the center and tack at the proposed center of the sunburst which will probably be the center of your background. Draw out the ends of the cloth in fan shape and tack in position. The number of widths of cloth will depend on the circumference of the design. The sunburst is especially adapted to displays of small articles that are to be placed away from the back partition.

Curtains, plush preferred, make a handsome background. Make a portable frame to which a curtain-pole may be attached. Then your curtains can be moved as desired for deep or shallow trims.

SHOW WINDOW FIXTURES.

Not many fixtures are needed in making displays of Hardware and housefurnishings. Most of them can be made by the trimmer himself or by a carpenter. Here are some simple devices that are extremely useful for all kinds of trims.

Figures 13 and 14 illustrate two small wooden pedestals five inches square and six and twelve inches high, respectively.

Figures 15 and 16 show two larger pedestals about six inches in diameter and thirty inches high. These pedestals can be used in various ways; as stands for single pieces, as parts of steps or pyramids; as bases of tables or arches, etc. Several of each kind will come in handy. You can make them at slight expense when needed. Figures 17 and 18 are ordinary soft pine inch boards 8 by 12 inches and 8 by 36 inches in size, respectively. These boards can be used as table tops, shelves, steps, etc.

Figure 19 is a stand such as can be procured at any furniture store in various shapes and sizes.

Figures 20, 21 and 22 are arcs, circles, and semi-circles to be used in making all kinds of designs. As you need such pieces, you can have them made by a carpenter and save them for use in subsequent displays.

There are all kinds of patent fixtures on the market, and I advise those who are interested to write the manufacturers for a catalogue.

The wooden fixtures can be covered with cloth or painted in any desirable shade to harmonize with the rest of the display. White, black and aluminum are always good colors.

The following suggestions may be useful:

Gold or aluminum paint can be made at half the price of the ready mixed as follows: Mix into clear varnish enough bronze or aluminum to make a thick paste. Cut with turpentine and you will have the best gold or aluminum paint that can be made. Mix any quantity desired.

When making a special display and you want all the frame work and fixtures a certain color, there is nothing better than Muresco. Many of the colors come ready to be mixed with water, but by adding a handful of pulverized glue, you have a water color that is hard to beat. Always mix with boiling-hot water and don't make the mixture too thin.

LIFE IN TRIMS.

By "life" in window displays I mean action or the suggestion of action. It is not often possible to have real "life" in a window, but I know of a number of cases where animate "fixtures" have been used with fine effect. Motion in a window is unusual and attracts attention by arousing curiosity.

Even live animals in a show window attract attention. You will always find a crowd in front of the bird-stores in the cities. I once saw a large group of people watching a mouse catching flies in a show window. This was accidental as far as the trimmer was concerned, but it attracted attentoon to his window, nevertheless. I simply mention these things to suggest the attractiveness of life in trims. If you can draw the notice of passers-by with such devices—and force upon their attention something that will afterwards benefit you—the means will certainly justify the end.

In this connection, before I forget it, I desire to suggest that the attracting of crowds to your window is of no benefit if the "moral" is overlooked. Every display should contain a card reading something like this: "Remember the place—Jones Bros." When you make a display, you want the results. In a small town, everyone may associate your display with your store, but in cities I have often heard people describe displays which attracted

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their attention, and, upon being asked what firm made the display, they couldn't recall. For that reason I believe that a card bearing your business name should be conspicuous in every display. Associate the goods with your store. Suggest the idea that when a certain thing is wanted the place to get it is at "Jones Bros." After people have been impressed with this idea, they will be likely to recall "Jones Bros." in connection with any particular article that was seen in that firm's window.

Wax figures and effigies of all kinds, while inanimate, suggest action at least. Most Hardware stores are not equipped with such fixtures. Dry goods and department stores use them exclusively. Wax figures are somewhat costly, but they add so much to certain displays that the window trimmer should consider the advantage of having one or two

Catalogues of fixtures referred to can be obtained from the manufacturers.

Some manufacturers furnish miniature automatons which are very suggestive. It will pay you to keep on the alert for all such helps. The manufacturer cannot afford to force expensive devices of this kind upon disinterested dealers, but he is usually glad to reciprocate aggressive co-operation on the part of wide-awake dealers.

In handing out trade helps of the more elaborate kind, the manufacturer has to use a little discretion. A free-for-all proposition is extravagant, especially when the dealer does not even have to take the trouble of sending a postal-card for it. We all are willing to take something for nothing even though we don't really care for it. That is one reason why manufacturers condition their offers upon a little extra effort on the dealer's part. The procuring of expensive printed matter, cut-outs, automatons, fixtures, and other selling aids is often contingent upon the purchase of a certain quantity or an assortment. When a dealer is interested to the extent of placing such an order, he is likely to use the selling aid for all it is worth. Otherwise, neither the dealer nor manufacturer would get the proper benefit.

A great many dealers are inclined to carry only the most staple number or numbers of an assorted line. The manufacturer is anxious to get his other numbers on the market. If he is in business to stay, he will not urge the dealer to stock numbers that have no merit. As an incentive, therefore, the manufacturer sometimes offers special helps in connection with a certain assortment of his line. The dealer who refuses the help because he fears the assortment, mises both the benefit of the special advertising and also the additional profits that would accrue from selling the less staple numbers. A manufacturer is not likely to be unreasonable on this matter. The average dealer should take more kindly to special propositions. His interests coincide with the manufacturer's, and the latter, after years of experience, is not going to urge dealers into enterprises that would injure them and thereby jeopardize the process of distribution.

Some dealers make it a practice to take advantage of every co-operative proposition. They spread their sails to catch every favorable wind. The results testify. If manufacturers should happen to show a little partiality to such dealers, it is for very much the same reason that a school teacher shows partiality to the appreciative scholar.

SIGNS IN WINDOWS.

Every window trimmer should learn to print cards. Neat and readable signs can be painted by almost anyone with some practice. Space will not permit us to discuss this subject in detail.

A great many manufacturers will furnish window display cards, signs, and posters upon request. Procure all such matter that you can, and use it judiciously. Dor.'t throw away anything that might be used in subsequent displays. New arrangements of old printed matter will answer the purpose almost as well as a new supply.

Descriptive cards that will focus attention on the merits of the goods are indispensable. Such cards must be concise and to the point so that casual spectators of your display can read them at a glance.

LIGHTING THE WINDOW.

The show window works overtime. It does some of its most effective work at night. When a window is properly trimmed and lighted, it presents a better appearance at night than in the daytime.

Most stores are equipped with electric lights which are easier to handle than other kinds. The first thing to bear in mind in window illumination is the fact that the light should be thrown on the display and not into the eyes of spectators. Follow the same general plan in lighting your window that is pursued in lighting the stage of a theatre.

The following methods of electric illumination are suggested: Have the lights at the top of the window slant toward the center of the floor, or, in other words, at an angle of about 45 degrees. This is done by having the sockets mounted on a slanting board. If the globe hangs perpendicular, one-half of the globe is too close to the window or wall to to throw the maximum light on the display. When the globe hangs at an angle, the rays of light from the entire globe are thrown into the window.

Have each row of globes in the upper part of the window mounted in a long, concave reflector. This concentrates the rays and saves candle power besides keeping the glare out of the on-lookers' eyes. After having experimented with various arrangements, this plan

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has been adopted and allowing the upper lights to remain in the same position for all displays.

Some displays need more light than others. In such cases, rows of globes can be placed down the casements of the window plate. These should be provided with individual reflectors or with one long trough.

For fancy designs such as arches, etc., a good effect can be procured by using colored lights to harmonize with the colors of the trimmings.

PLANNING A TRIM.

Opinions differ on the subject of planning trims. Some trimmers believe that an elaborate plan should be drawn before any actual work is begun in the window. Others contend that only a vague idea of the trim is necessary beforehand, and that the details will work themselves out as the trimming progresses.

While it may not be necessary to draw a working plan on paper, the trimmer should have a pretty well defined picture of the completed display in his mind before he begins to work. A rough pencil sketch will help to crystallize ideas.

Every display should have a center-piece or bull's-eye. With the plan of this center piece in mind, the trimmer can fix up the other details as they occur to him.

When a definite plan has been decided upon, all the necessary materials should be gathered together so that no time need be lost in hunting odds and ends after the inspiration for completing the work is at its height.

Suggestions for designs can be procured from the HARDWARE DEALERS' MAGAZINE which illustrates several window displays in every issue. The trimmer who becomes interested in his work will not experience a scarcity of subjects, however. Ideas for several displays will occur to him as he is thinking out the details of the one in hand.

I have simply endeavored to offer a few suggestions that may prove helpful. If I have failed to convince you of the value of the show window as an advertising medium, however, I shall be disappointed. When you realize the importance of this subject, you will soon become efficient in trimming your windows by experience.

Let me close this discussion with this thought. When you make an unusually attractive display, especially if it is in connection with a contest, call the attention of the newspaper reporters to it.

In the first place, have your printing done by the job department of the newspaper plant. Also take advertising space in the paper. Keep in close touch with the paper's ad man and reporter—and treat them white. At Christmas time remember them with a pocket-knife or some other article out of stock. It pays. Newspapers are always looking for news. By keeping on the good side of them you often get a puff.

Effective Newspaper Advertising.

Most of the Hardware newspaper advertising that comes to our attention contains small cuts, and the space is one, two or four columns wide, and of varying depth. It is seldom that the space runs the full width of the page, as is shown in the advertisement herewith of Charles Loepfe Hardware Co., St. Louis, Mo. The cut of saw in the ad. is 4¼ inches long, the table knife cut is 6¾ inches long, and others in proportion. For the size of space used, and its position at bottom of page, an effective presentation is made.



In connection with this ad. the concern had a local reader, as herewith:

SOLID SPECIALS FROM A SOLID STOCK.

Hardware makes a solid stock, and the Chas. Loepfe Hardware Co. has a solid man at its head in Mr. Charles Loepfe, who, in addition to looking after his fine business at 3766 South Broadway, finds time to conserve the interests of his neighbors and customers by watching over the affairs of the Chippewa Bank, of which he is one of the most active directors. In the hardware line Mr. Loepfe's company has some specials to offer, and they are articles that come in handy at all times. In his advertisement elsewhere they will be found listed and you'll have to be quick, for they are only available for one week from this date.

Similar items among local reading matter are always desirable, serving to keep the dealer before the public.

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LISTS AND DISCOUNTS

Much Interest Manifested—Jobbers and Retailers Give Their Views—Majority Lean to Simplification—Time Wasted.

Would Prefer Net Prices

In the main we have no fault to find with present discounts. If we were to suggest changes, we would much prefer that everything in our line of business be sold at net prices. In our opinion, this should be much more satisfactory to manufacturer, jobber and retailer.

HIBBARD, SPENCER, BARTLETT & CO.,
Charles H. Conover, Vice-Pres.

A Burden and Do Not Increase Profits

We would most heartily approve of any movement on the part of the manufacturers which would do away with the complicated discounts that are in force on many lines of goods. We would especially refer to Double-pointed Tacks, the Enterprise Mfg. Co.'s line, Millers Falls Co.'s, American Fork & Hoe Co.'s and many others, not to forget the screw manufacturers. We fully realize there must be discounts to jobbers and to retailers, but there is absolutely no necessity of making them as complicated as they are on the lines above mentioned and a great many more. They are a burden to every Hardware dealer and do not help to increase his profits.

FRANCKE HARDWARE CO.,
Fr. Francke, Pres.

Desired Change Should be Brought About

The revision of lists and discounts is a matter worthy of careful attention, in view of the fact that the present system in a majority of cases is exceedingly inconvenient and annoying.

So far as our experience goes, we would greatly prefer a simplification of both and believe it would tend toward better results all around. We appreciate the fact it is necessary to use lists and discounts in a majority of cases, but cannot see any good reason why they should not be effectively simplified.

One of the greatest barriers from an economic standpoint to all concerned is the exceedingly bunglesome system now in vogue. We believe every one should do his part toward bringing about the desired change so far as lies in his power.

BUNTING-STONE HARDWARE CO.,
Geo. H. Bunting, Pres.

Thousands of Dollars' Worth of Time Wasted

We firmly believe that thousands of dollars' worth of valuable time is wasted every year in figuring discounts that can be avoided by adopting simpler discounts. We do not believe that a majority of the jobbers favor the complicated discounts. Some of the jobbers claim they favor complicated discounts because the ordinary customer doesn't know how to figure them. This is an insult, pure and simple, to the intelligence of the ordinary customer. The jobbers not only have trouble in figuring complicated discounts, but also have troubles in other lines, quite as serious. For instance, there are but very few of the wheel manufacturers in this country who use the same list. The same may be said of other goods.

We are in sympathy with any move that will make the work of the Hardware jobbers and dealers easier.

STRONG HARDWARE CO.,
James F. Whalen.

Discrimination in Favor of Big Jobbers

We are disposed to term the present system of lists and discounts as satisfactory in the main. They are the result of the experience of many generations of able sales managers. Of course, an improvement could be made by making the discounts more nearly uniform, especially on similar goods and on the different products of the same factory.

We do feel, however, that the present system is gradually being rigged to suit the large jobbers. We find it increasingly hard to do business with the manufacturers. We have just received a catalogue from a manufacturer who has renumbered all of his standard goods, and we haven't the slightest doubt but that this was done for the purpose of eliminating the small jobber. This has been the aim of practically all the large combinations of manufacturers. We believe this is a mistake, and we have letters in our mail to-day from the several concerns in a certain association announcing that the discrimination in favor of the few big jobbers will cease. Let the reaction come. THE EATON-CHASE CO.

Quoting Net Prices to Retailers

We believe the discount should be simplified whenever possible and net prices used, but fully realize that on certain lines of goods, such as Screws, Bright Wire Goods, and similar articles, it would mean much time and expense in advising the jobbers of slight variations in prices and the amount involved hardly would justify the trouble.

So far as our experience goes, we believe the retail dealer prefers net prices rather than discounts and we have adopted the net price system largely and are increasing the lines on which we quote net prices from time to time.

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finding that it is received with favor by our trade. The reasons are that it not only saves the retailer time in marking his goods, but it also eliminates the probability of errors in the retailer figuring the discounts, which are sometimes rather complicated on certain lines. Again, when the retailer asks for a quotation —for instance, on such goods as galvanized iron—and is quoted a discount he may not be able to place his hand on a card giving the list price, and is not always sure whether that is the latest list which has been adopted. These and other similar arguments have led us to adopt, as stated above, the net price system, and thus far we think the results justify us in making the change.

TREMAN, KING & Co.,
F. L. Hawes.

Want Simple Way of Arriving at Costs and Selling Prices

We realize that discounts are necessary for the Hardware business, particularly for such articles as Bolts, Screws, Files, etc., where it would be too much labor and trouble to change price of each article to meet fluctuations of market, but we have never been able to see any reason for the long, complicated discounts that some use, which is particularly noticeable with the Steel goods manufacturers.

Simple discounts would obtain the same results at considerable less labor, and we do hope that manufacturers in future will endeavor to simplify discounts. The careless buyer may occasionally be caught and have one ten left off—but the desirable and careful trade that we all seek are not easily tripped, and no legitimate business house cares to take advantage of their customers.

By all means let us have a more simple way of arriving at our costs and selling prices.

N. JACOBI HARDWARE Co.

Eliminate List With Long String of Discounts

We approve of any sensible move that will lighten the detail work of doing business, and to eliminate the list with a long string of discounts certainly seems sensible. We should like to see lists that are ample to cover any possible market changes, and subject to discounts, liberal, but not numerous, with a cash discount always.

THE CONGDON & CARPENTER Co.

By All Means Have Simple Discounts

The large amount of time needlessly wasted in buying or in keeping track of the market under some of the complicated discounts is nothing short of a crime. Retailers have a suspicion that it is done for the benefit of the jobber. We do not really know that the jobber is guilty, but those who take the time to figure it out generally find they pay a little more for the goods that are subject to a complicated discount. Any jobber who would stoop to this means to make a little more profit ought to be ashamed of himself. By all means let us have simple discounts, both for the saving of time and for convenience of keeping track of the market. We also believe lists and discounts much preferable to net prices.

E. N. HOWELL HARDWARE Co.

Simplified Discounts Aid in Figuring Costs

The simplifying of discounts would materially aid in figuring costs. We believe, however, in lists and discounts. We have a discount book and find it very easy to figure discounts on all lines.

IRVING A. SIBLEY.

Wants Goods Billed at Net Prices

It affords me much pleasure to say that I am in favor of the Hardware jobber billing his goods to us retailers at a net price, the same as the wholesale grocer does to his customers.

HARRY C. HILL.

Prefer Catalogues With Simple Discounts

We prefer catalogues with simple discounts so it will not take so much time to figure out the regular prices. Also would prefer enough above net price to enable us to get a reasonable profit of the goods we sell.

BINDER & HILLERY.

Emerson & Fisher, Ltd., express our views exactly.

STOFER MERCANTILE Co.

Some Discounts Are Simply Abominable

There are some discounts that are simply abominable, and they should be changed so that human beings can figure them out easily. Those of two large tool concerns come to mind at this time as two of the people that are particularly hard to figure.

THE HAYNES & CHALMERS Co.

Some Discounts Should be Abolished

We would favor shorter discounts, say, one large and a special for quantities. In our opinion such discounts as are used by the screw manufacturers and others of that nature should be abolished or curtailed.

G. B. WATROUS & SON

Earn Money in Figuring Long Discounts

I prefer a straightforward, simple discount, but when it comes to 70 and 25, 10, 10, 10, 10 and 2½ I think we earn our money figuring costs. I realize that after a list is made and discount of, say, fifty off is established, the change in cost of manufacture changes, and it is necessary to change discounts.

F. BROWN.

We most heartily agree with the Emerson & Fisher, Ltd., in asking for a more simplified system of discounts.

LEE-GLASS-ANDREESEN HARDWARE Co.

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Favor a Low List

We have long since thought that most of the discounts used are entirely too long and complicated, which necessitates a great deal of extra work and leaves room for a great many mistakes. Our idea of the matter would be to have low lists, say, about what the article should retail for and a base discount to the dealer and an extra discount for the jobber. Also, we would favor as many goods figured net as is possible.

MITCHELL-POWERS HARDWARE CO.

Discounts Carried to Extremes

It is our opinion that in many cases the practice of long and difficult discounts is carried to extremes. While we are not averse to using discounts in our business, the fact however remains, in our opinion, that evil is made of it, where otherwise benefits might be derived.

THE LEE HARDWARE CO.,
J. C. Fritchie, Sec'y.

Manufacturers Adopt a Standard List

While we believe it is necessary to use lists and discounts on certain classes of goods, it would, in our opinion, be very much better to make these discounts as few as possible, all manufacturers adopting a standard list and regulating the discount according to the quantity purchased.

THE W. BINGHAM CO.

Some Discounts More for Looks Than Accommodation

We believe, as the head of one of the large wholesale houses once said, "that a man who cannot figure discounts should not be in the Hardware business," for on some goods a list and discount plan is the only one that is practical. But some manufacturers run the discounts more for looks than for accommodation, and the sooner they shorten and simplify their discounts the easier and better it will be for every one concerned We hope that all may live to see this come about.

THE COLLINS HARDWARE CO.

Want a Reason for More Than Two Discounts

We have long felt that lists should be made subject to a shorter discount. For instance, we have at present, a bill discounted at 70, 10, 10, 10, 10, 7½, 2½. It would take a great deal of time to figure this out, if you did not use a discount book. By using this you can get at the discounts much quicker. We see no reason why the discount should not be made in one or two discounts instead of eight or nine on a single article. We know the manufacturers have a certain discount to jobbers and another discount to retailers, but it could be simplified in both cases. We heartily agree with Messrs. Emerson & Fisher, Ltd., that this should be done away with, to a certain extent.

W. H. GOODFELLOW'S SONS.

Want the Simple Life

We very much favor as simple a discount as can be quoted. If it is not detrimental in prices to the dealer, give us a little simple life.

REICHE BROS.

I am highly in favor of simplified discounts.

J. D. JENKINS.

Continue Discounts, But Shorten Them

We are in favor of discounts, although we object to long drawn out discounts, as a great many times a simple discount could be used instead of a whole string of discounts. We shall hope, however, that discounts will continue to be used and that manufacturers will adopt shorter discounts.

BARRETT HARDWARE CO.,
E. M. Moore, Vice-Pres.

Discounts Permit of Easy Change in Price

We are heartily in favor of this so far as the jobbing proposition concerns us, but we find that a great many of our customers like to buy their goods reduced to net figure as a matter of convenience to themselves. We fail to see how the manufacturer could adopt net list from the fact of the expense in connection with the same, which can be easily changed by the revised discount sheet.

HALL & KNIGHT HARDWARE CO.

Favors One Manufacturer's Discount

We like some points which we have read in the Magazine in regard to the house of L. S. Starrett Co. Their list prices in their catalogue are about in keeping with the prices at which their tools should be sold at. The discount runs from 25 per cent. to 33⅓ per cent. and 40 per cent., so that the goods can be sold at list and make a very good profit. But the prices on this line of goods do not fluctuate the same as on bolts, screws and tacks. We believe that it would be impossible to represent a market value of the different commodities which we have named above.

We will look forward with much pleasure to the expressions of different parties in the country with regard to discount.

REFIOR-BARR CO.

Favor Discount System

List prices and discounts would suit me the better. I see it would necessitate a great deal of labor and time when the jobber sends out net prices for the salesman to change the prices in his catalogue. They have a long and short price. Some of them have three prices, and when they send changed sheets, if the advance is 5 per cent., just say that such goods have advanced 5 per cent. or 2½ per cent. or so on, or if decline 5 or 10 per cent. vice versa. I think this would be easier than to figure the discount, especially when it is 50, 25, 10, 5, 2½ or 90, 25, 5, which is confusing.

C. S. BARGER.

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List Should be Top Retail Prices

I believe in the simplest discount possible. The long string of discounts that some manufacturers use are an abuse on the trade; takes too much time in reducing the lists. In my judgment, if discount is to be used at all the list should be the top retail price and the first and only discount should be the price to dealers. L. D. HOWE.

Use Catalogue House Prices as Basis

Regarding the antiquated system of discounts still used in the Hardware trade, will say that we used to have a discount book at the desk, but since the advent of the retail mail order houses, we refer to their catalogues and use their selling prices. They are generall near enough the jobbers' prices for all practical benefit. This saves the time formerly used in figuring discounts and gets the results.
OTTO FALKENHAINER.

Prefers Present Methods

We could not get along without list and discounts, but they could be made more simple, and in a great many cases done away with altogether. By using net prices it saves time, but with a great expense over the discount. We prefer the list and discount to net prices. V. D. AUGSBURGER.

Customers Seeing Catalogues Bar to Net Prices

It is much to be desired to have discounts as simple as possible, but we see no way to simplify them on goods on which there are frequent and wide fluctuations in price. On controlled goods and goods on which there is little competition, the matter is easily adjusted. We do not believe in net prices as they are not so easily kept track of and very often catalogues have to be shown to consumers.
BURLINGAME & DARBYS CO.

Should Not Shrink from Labor

Have you stopped to think why a discount is used at all? It is that the prices must be confidential to the trade. Then, to preserve the essential object of the discount, it should not be too simple. We should not shrink from a little labor, if it gets at the desired results.
MOORE & HANDLEY HARDWARE CO.

Lists and Discounts the Correct Thing

List and discounts are decidedly the correct system. It gives confidence to salesman and customer in the difference of price and sizes, besides doing away with a lot of detail. While a majority of country trade want net prices, it is easy enough to mark goods net. When such is the case, the "kick" I have is so many lists are too low, as the manufacturer makes list for the jobber to sell at and every merchant who ever heard of a list expects a discount. On all such goods why not have a list at which the consumer would be expected to pay the dealer, and believe it would often be a good plan to put this list on circulars that a merchant would have some idea as to the price of an article and would give him a chance often to make a sale before ordering. This will also help to fight the much-talked-of catalogue house from whom a great many goods are ordered because the price is quoted, and often not having much idea as to whether the price is high or low. Every class of trade usually wants "quotation" before buying.

On all list below a retail price and those that are just above would have them at consumer's price. On other list that are now high would keep them so that the discount would not be under fifty per cent. to dealers.
"ALABAMA."

Satisfied

The present discounts are entirely satisfactory, and if we could offer any suggestion whatever it would be to simplify some of the discounts, although this is really not necessary, as figuring discounts is just as much a part of the Hardware business as the knowledge of any particular line, and in our opinion a standard list with a changeable discount, according to the market fluctuations, is the only practicable way of selling Hardware.
BRADY BROS. HARDWARE CO.

Friend Ireland Wants Discounts Doubly Complicated

I am not in the grocery business and do not want to get into it; neither am I in the junk business, nor do I want to get into it. Men are born Hardware men with talent for details and a great many men have gotten into the business that never were cut out for it. For all such as that the high lists and big discounts are a source of annoyance. If I had my way I would complicate it doubly over what it is now. No, sir, none of your simplified discounts for me or net prices either. I will quit the business when that takes place.
ODELL HARDWARE CO.
Chas. H. Ireland, Treas.

List and Discount Suit Best

There are some lists which no doubt could be clearer to the retail dealer if they were revised and brought down nearer to the net price. Consumers have got used to a discount on printed prices and the larger the discount the better they are satisfied.

We can sell an article—from a catalogue—that lists at $4 at seventy-five per cent. off much quicker than an article listed at $1.12½ and only ten per cent. off. People like to buy a high-priced article at a low price. The list and discount way of buying goods suits us the best. TURNER & SMITH.

Favor Uniform Price List on Similar Goods

We do not believe that a majority of the jobbers favor complicated discounts, which are not only troublesome, but liable to

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cause errors in figuring net prices. We favor a uniform price list to be adopted by the manufacturers making a similar class of goods and a list that will be subject to a discount of not more than fifty and ten per cent.

While most of our invoices are entered at net prices, we prefer buying these goods at list and discount, and would be glad to see the manufacturers and jobbers get together on this complicated question.

BLUEFIELD HARDWARE CO.,
J. W. Ruff, Pres.

Some Lists Too High; Others Too Low

Lists and discounts should be used on practically all lines. Some lists are entirely too low, oftentimes compelling the dealer to charge full list or more than list, which frequently makes the line in question all the harder to sell. On the other hand, some lists are entirely too high, which, in our opinion, is as objectionable as lists being too low. We do not object to the complicated discounts, as these are easily figured when one masters the many equivalents that arise in the figuring of discounts, and view it as an advantage to many buyers.

J. L. HUDSON & CO.,
F. P. Schlitt.

Long Discounts Certainly Unsatisfactory

I am in favor of a simple list and discount, by all means. The present discounts, speaking generally of the large lists and long discounts, are certainly unsatisfactory to the retail merchant, and I have often thought that it would be a good plan to have this matter taken up, and I am glad to learn that you have opened the campaign, and I wish you success—but, I think this matter could be remedied with very little work, and it certainly would be to the advantage of all parties concerned.

P. C. DE VOL.

Same Discounts Should Apply to Many Price Lists

We are heartily in favor of having shorter and simpler discounts. We think it would be far better not to have so many discounts for one catalogue and have discounts to apply to as many price lists as possible. It will, of course, take time to accomplish this but we believe every dealer would save a great deal of valuable time each year by making above changes.

ROANOKE HARDWARE CO.

Experienced Buyer Has Advantage Over One Uneducated

We would be glad to see all discounts abolished as far as possible, except perhaps a cash discount. Of course, there are certain lines which it would be almost impossible to sell at net prices—for example, wood screws. Considering the different lengths and numbers it would be very difficult for any one to become familiar with a net price on so many items. We note that a large proportion of the manufacturers, whose views are expressed in your January number, favor a simple discount. This is probably satisfactory to most manufacturers. It is not probable that goods will ever be sold at net prices. Such being the case we favor as complicated and variable a discount as possible. Our opinion is that this gives the expert and experienced buyer an advantage, which he is entitled to, over the uneducated one.

At the time the writer commenced learning the Hardware business a very large proportion of the goods were sold at net prices and salesmen were trained to know the value of the goods they sold and the prices they would bring without reference to list, discount or cost. Under the list and simple discount proposition, an expert buyer has very little advantage over a bright high-school boy with a catalogue and discount sheet. If it were more difficult for untrained men to get into business we should have less unintelligent competition, less total failures and more profitable business.

THE STRONG, CARLISLE & HAMMOND CO.
E. E. Strong, President.

Reduce Lists on Long Discount Goods

The subject of lists and discounts is one that cannot be settled offhand. In view of the fact that nearly all manufacturers and jobbers issue large and handsome catalogues of goods, which are not only intended for the retail trade, but also to be shown to the consumer, or are, at any rate, usually laying around where they may be freely examined, it seems impossible to avoid having a list price—and we think very few would really want to dispense with them.

It is certainly easier from the standpoint of the manufacturer or jobber to quote discounts than to give net prices. It is also more economical, saving time and labor, and the danger of mistakes in quotations. We do not think it a great task to figure discounts, and would recommend those who do to get one of the books on discounts which certainly reduces the labor to a minimum. It seems to us much easier to remember a quotation of discounts than net prices, and we think it is also much easier to get an extra five or ten per cent. off a line than to get a salesman to cut the price on each item of a net quotation.

The only change we would suggest would be in the way of simplicity. Lists should be reduced on goods calling for such discounts as 90 and 37½ and 10, 70 and 70 and 37½ and 10 and 5. Such lists are absurd. Lists should be kept at a high enough point to be a little above the ordinary retail price and provide for all market changes. Anything beyond this is useless.

HINMAN & MATHEWS.

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Suggest Issuing Semi-Annual Catalogues

We believe the best interests of the jobber and retailer would be served (in order to compete with retail mail order houses in the small towns throughout the country) by issuing semi-annually or quarterly catalogues, or a loose leaf catalogue kept up to date with goods carried in stock, with standard list or retail prices; also single discount or net prices in blind figures, and a more detailed description and shipping weights under each article. This would enable small dealers to quote prices on the spot on goods not carried in stock.

KNIGHT-HALL HARDWARE CO.,
By F. M. Kight.

Want Less Complex Discounts

From a standpoint of the retail trader, we are in entire accord with the opinions of Emerson & Fisher.

Simplicity, like consistency, is a virtue, wherever found, and, while we do not favor an entire suspension of the discount system, we regard the present form as complex and its tendency to confuse, causes much loss of time to the dealer and his assistants.

We can conceive of no reasons why lists having a less complex system of discounts cannot be substituted to the mutual advantage of all parties concerned, from manufacturer down to retailer.

A. WFUNSEN & SON.

Want Manufacturers to Send a Man to Figure the Discounts

I am in sympathy with the movement to simplify discounts. I know in my store we are very busy the year round. When we get an invoice, 85, 12½, 5, etc, and sometimes worse than that, we have to waste a good deal of valuable time figuring. So I hope the manufacturers and jobbers will do better this year and cut out those long discounts. If not, I would suggest they have an extra man to send out and do the figuring and then we can do more business and buy more goods.

THOMAS E. CONNOR.

High Lists Enable the Making of Discretionary Prices

The much-mooted question of whether high lists and discounts or low ditto, also whether serials or straight discounts are preferable, comes before us at not infrequent intervals. The present plan of manufacturers favoring the high and complicated as against the low and simple, I believe, voices the general request of dealers who see in it an opportunity of making discretionary prices to larger purchasers (occasionally), as cases warrant, and which would not be as easily done on the "low" plan. Low discounts are soon known by the customer, same as books which at one time paid a good profit, but now are scaled down so low by certain types of houses as to show but little.

The Hardware business is not altogether unlike a profession, and requires a thorough training to acquire. The serial and complicated discounts are easily handled by the expert man and the reverse of this by the "smart fellow," who expects to "walk right in and turn around and walk right out again," but when he runs up against some of the propositions that have required years to learn, he has to "walk 'way back and sit down," and the old-timer wins out.

ALBANY HARDWARE & IRON CO.,
Chas. H. Turner, Pres.

Lists and Discounts Necessary, but Have Them Simple

We thoroughly believe that lists and discounts are necessary in the Hardware business. A system of net prices, with the constant changes that are going on, would mean ten times the office work that we now have. We thoroughly believe that discounts should be simple rather than complex, and by this we mean that when two or more discounts are used, that they should be easy to figure, as, for example, 50, 10 and 5, instead of 25, 20, 16 2-3, 10 and 5, which amounts to the same thing. The multiplicity of discounts we believe to be necessary, 50 per cent. representing the open discount, 10 per cent. extra for jobbers and 5 per cent. for quantity or loyalty, or any other reason the manufacturer may have for giving an extra discount.

While some orders may be taken from smaller dealers at a better profit because an involved discount has been quoted, we do not believe that this will pay in the end. The merchant must know what his goods cost him and the chances are that he will buy from the man who can show his cost in the plainest manner.

Summing up, we are in favor of discounts confined to those that are easy to figure, not objecting to two, three or four discounts on the same article.

REILLY BROS. & RAUB.

Does Not Approve of Long Discount Motives

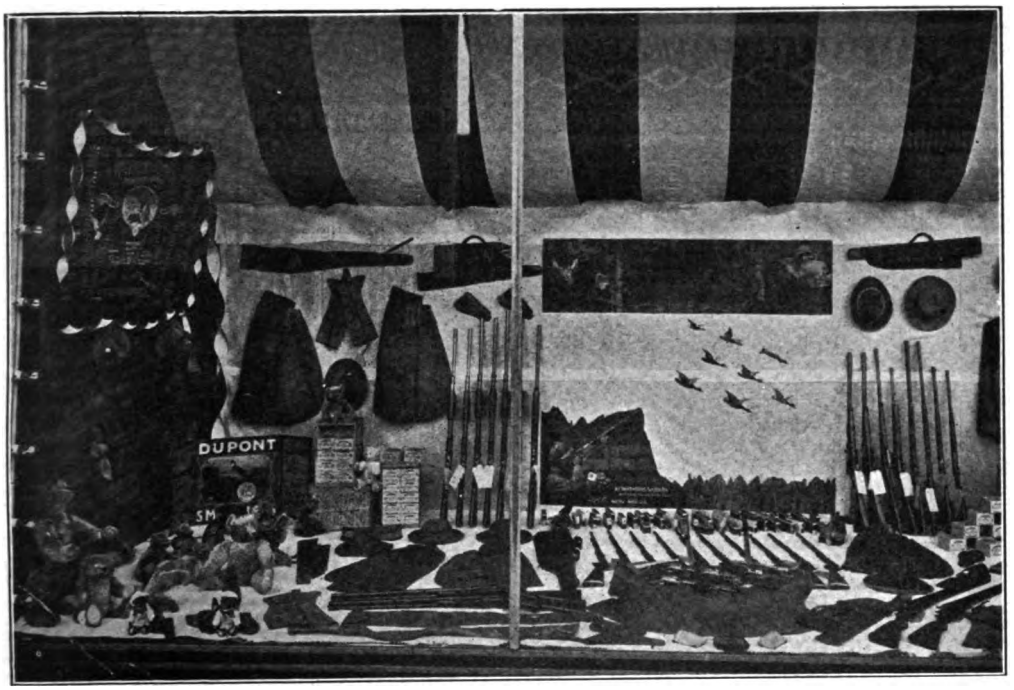
From the standpoint of a Hardware retailer: The method of lists and discounts, though not altogether satisfactory seems to me to be the best for certain uses. Many kinds of goods now sold under list prices might just as well be sold at net prices, or at least with a simple discount. I would strongly urge cutting out the long chain of discounts, since the same result can be attained practically by the use of a simple discount or of one extra. The use of a long string of discounts is often for motives no good to the commercial world.

I. K. NEELY,

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Sporting Goods Display

The Walther-Williams Hardware Co., The Dalles, Ore., in a window display of sporting goods made a goodly presentation, as evidenced in the illustration herewith. The top of the window was bunting draped, the back had plain white cloth on which were placed gun cases, hunting caps, coats, leggins, etc. On the floor to the left were grouped a lot of Teddy Bears of various sizes. Also scattered about the window were rifles, cartridges, hunter's coats, hats, shotguns, revolvers, etc.



SPORTING GOODS DISPLAY BY THE WALTHER-WILLIAMS HARDWARE CO., THE DALLES, ORE.

In the background, to the right of center, was arranged a hunter taking aim at a flock of wild ducks. The entire display was an incentive to make the man outside the show window want to come inside and purchase supplies for a hunting trip, and it accomplished that object.

Advertising Matter

To the Editor:

Apropos to "Advertising Matter" from jobbers and manufacturers, what do you think of the enclosed letter? We consider it a frost and in addition an exhibition running about 100 per cent. pure nerve. Notice where they offer to loan us "electros" if we want to get out advertising matter "for ourselves." And this for the line they manufacture! We are, however, glad to say that we receive very few letters such as this specimen in reply to our requests for printed matter. Many of the manufacturers tell us they have just the thing we want, and ask how many copies we can use. Others ask us to describe what will best suit our purpose and they will get it out for us. We make up packages of descriptive matter applying to our various lines and distribute them along the rural mail routes. We have found this the most practical method of reaching our trade, and it can be done at a small cost where we have our canvasser for farm machinery out anyway.

AN ILLINOIS FIRM.

EDITOR'S NOTE:—The "frosty letter" to which our correspondents refer is as follows:

"We have your esteemed favor of the 1st, but we do not understand just what you want, but feel that you desire to have us send you printed matter describing our goods to send to your customers. We have never made a practice of doing anything of this kind for the reason that if some dealer in an adjoining town or in your own town sees this printed matter, they are under the impression that we send it out and are likely to take it for granted that we are trying to get the consumer's trade. We do not want to create any such impression, and for this reason we have always refused to advertise in any way so that our advertisement went to the consumer. If you want to get out any printed matter yourselves, we can loan you any electros that you may select from our catalogue. They can be returned when you are through with them."

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Marking Goods

We are living in a generation where systematic methods of doing business are coming to the front and the merchant working under a system will be found to be the successful one in any undertaking.

And why cannot the Hardwareman take it upon himself to put his own business upon a basis where he can get in closer touch with its most essential points?

Step into a live Hardwareman's store of today and what do you observe? Your first impression is the convenience with which everything is arranged. You see plate glass floor show cases, rolling ladders, special shelving for displaying Hardware, and all the modern accessories necessary for conducting an up-to-date establishment. You are pleased to note the genial and accommodating spirit with which the merchant greets you and your thoughts go back to the many years gone by when such things were rather uncommon. From the exterior you realize that his windows are as neat and attractive as any along the street, and if you have a kindly feeling toward the Hardware business at all you feel like stepping up to the proprietor and congratulating him on his ambitious efforts to conduct a modern Hardware store. He has the forethought to know that people like to come to a store that is up to date and attractive, for here they obtain their ideas of new improvements.

And how does he know this and where does he learn it? By being ever on the alert, keeping his eyes and ears open to present conditions, attending Hardware dealers' conventions, reading of the experiences of other successful dealers, and by knowing what to buy, where to buy and how to display goods to dispose of them.

Of the buying I will write.

If I could persuade every Hardware dealer who receives this Magazine to read this article I would be satisfied, and I believe I could induce him to think seriously of how he was doing his buying and whether he was managing his business as systematically and carefully as he ought for the best advancement of his business. What I wish to impress upon you is the method by which records of purchases are kept. In marking your goods, where do you place the cost and selling price?

You mark the package on the label in front, on the side or bottom that you receive it in, or else on a card close to the goods, and when in a hurry to obtain the price you turn it around, sidewise or upside down, or refer to the card, forgetting for the moment where you marked it. This all takes time, and besides creating confusion and annoyance, places you in a false light with your customer, as he expects you to be familiar with your own stock. Often it is necessary to know where a certain article was purchased. How do you find out? Again you waste your time by referring to different invoices and asking unnecessary questions.

You will admit that there are very few manufacturers that place their goods (I refer to shelf goods particularly) in a package upon which pencil marks are legible. In fact, the customary color used is a glossy green, and this is indeed difficult to distinguish marks on, as you all know who come in contact with it.

Do not the above assertions coincide with your experience? Now, what I wish to suggest is quickly understood. Have your printer print you a quantity of gummed labels on paper that is conspicuous (would suggest yellow) as here shown:

BOUGHT OF.....
DATE
COST
SELL

The expense will not be large. When you are marking your goods, stick one of these labels on the right-hand side of the package and fill it in accordingly, and you have a complete record of the purchase of this article. Let me emphasize the right-hand side, as then you will know exactly where to look for it. It takes but a moment and will save you a vast amount of time and annoyance when inventory time comes, too. This may seem rather a small matter to consider, but if you have your stock in such a state that you can tell at a glance all that you wish to know about it you will appreciate what I am endeavoring to impress upon you.

I write from a retail dealer's standpoint, knowing that he does not buy of manufacturers to any great extent and must confine his purchases through the jobbing channels.

On the label he has a record of which jobber he purchased this article and when, which is necessary.

Suppose he is dealing with several jobbers and this particular brand of article proves to be in demand and is only stocked by one of them. He knows where to re-order from by mail and that he will get the brand he wishes without any delay or inconvenience to the jobber. The jobber who handles these goods will feel that he has wisely purchased from the manufacturer these articles that the retail dealer specifies he wants in his mail order, and what is more unpleasant for him to substitute when his customer desires this particular brand?

Or suppose it is handled by several. He knows of whom he bought it and what he paid for it, and if buying of a salesman representing the other jobber, he has the satis-

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faction of comparing prices before he re-orders.

I could write of other reasons that this system of marking will be beneficial to, but none that are of greater importance than the ones I have mentioned. H. H. STEIDL.

Selling a Wind Mill

I was on a trip through Central Illinois selling wind mills to farmers, and meeting with good success in spite of lively competition, when I struck a hard-headed, obstinate old fellow who gave me considerable trouble in closing, and, unconsciously, taught me a useful point in the selling game.

It was a fine day in autumn, and I and my driver had been bowling over country roads since 4 a. m., calling on prospects and cleaning up a lion's share of business. In fact, I had made three sales, and the commissions from them would have been considered by a good many salesmen in my line as a fair week's profit. I was tired, and satisfied with the day's work. "There are no more prospects to see to-day," I told my driver as we started home, but at a bend in the road I saw a cluster of farm buildings across a field, and it occurred to me that, whoever the owner might be, I had to sell him a windmill or the day wouldn't be complete.

"Who lives over there?" I asked the driver. He told me the farmer's name and added that he was the closest fisted man in the county.

That made me more determined than ever to sell him. We drove up, and I engaged the close-fisted celebrity in conversation. He allowed me to talk, but showed no signs of interest. My enthusiasm, that had been so effective in inspiring other people to buy, fell short of the mark with him. He would only shake his head. It wasn't a bit of use for me to tell him why he ought to have one of my windmills—how much labor it would save, what a great thing it would be to have his live stock supplied with fresh water at all times, and so on. His attitude was one of absolute indifference—much more discouraging than active opposition would have been.

It was getting late, and my driver reminded me that it was time we were starting. I replied, "By George, I won't leave this place until I sell this man a mill."

At that announcement my prospect smiled—it was the first indication he had given of any feeling of interest.

"Suppose, Mr. L———, that you were to buy a mill—just for the sake of argument, *suppose* you were to buy one—where would you put it?" I inquired. "Won't you take me down to the barn lot, and together we'll decide on the best place to put one up, supposing you had one."

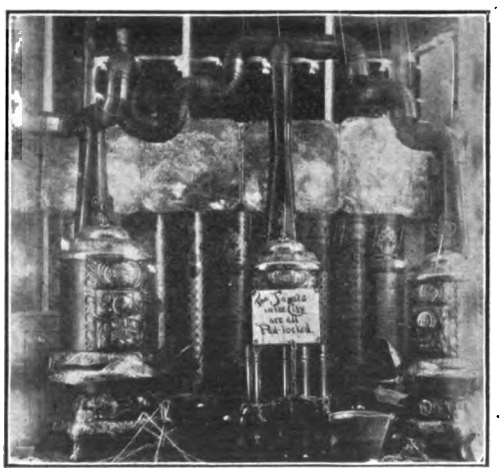
He said he didn't see any use in taking the trouble to go down to the barn lot, but I finally persuaded him to lead the way and he did so, grumbling. When he got there I began raising the question of whether the mill ought to stand in this position or that, and whether it would be most convenient if it were located nearer to a certain building than another one. In a few minutes I had reared that mill (in his imagination). He began to see it not as a windmill which I wanted to sell him, but as his windmill, doing *his* work, saving *him* labor, etc. One by one its advantages dawned on him, and he became interested. "How much will it cost?" he asked at length. I went with him to the house, where on the kitchen table I figured up the cost of mill tank, piping, etc., and closed his order without any trouble after that. That made four orders in one day, and I was pretty well pleased when I said good-night.

A. O. VONDERMUETH.

Place customers at ease the first thing and keep them so. Don't make purchasers feel that you are doing them a favor to let them buy from you at all.

A Stove Display

The Pierce Hardware Co., Salina, Kan., in one of their show windows presented the stove display as shown in the accompanying illustration. The back was made of rolled stove rugs stood on end, and on top of these were placed stove boards. The stoves were joined with elbows with one connection to wall. There were then added a few other stove-heating accessories in front with stove pipe lengths in the center. Around the latter was placed a trace chain and padlocks were inserted in some of the links. To these were attached a sign reading "The Joints in the City are all pad-locked." Inasmuch as Kansas is a prohibition State and the mayor had ordered all places to be pad-locked where liquor had been dispensed, the pun was quickly seen and appreciated. The window made a decided hit and helped business.



A STOVE DISPLAY BY PIERCE HARDWARE CO.

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HARDWARE STORE EQUIPMENT

The Result of Twelve Years' Study in Economy of Merchandising Hardware.

By J. D. Warren,
President of the J. D. Warren Mfg. Co.

The work definitely commenced in the 90's to improve the equipment of Hardware stores for the convenience of the retail Hardware merchant in saving time and labor for himself, clerks, customers, traveling salesmen and jobbers, has reached an attainment of utility and economy that has surpassed our most sanguine expectations in its perfectness of the many reforms that were so important and greatly needed in the Hardware stores.

Prior to this undertaking the retail Hardware stores was the remnant of former decades when the merchant visited the market twice a year and bought a six months' stock ahead, which on its arrival at destination found customers waiting in great need of articles for their actual and practical use more than choice designs or patterns—even the boxes in which the stock came serving sufficiently well as counters in the distribution of the goods, which were carried by some to their homes fifty to one hundred miles away.

Any place or shelf on which to lay the goods served the purpose in those days; but changes that followed developed the jobber's representative, who became a new factor and visited the merchant, instead of the merchant going to the market, thereby increasing the opportunity of the retailers' customer to select and purchase from more varied assortments, thus requiring new methods to provide for same; the great need of which was realized by the writer through his life's experience from boyhood in Hardware business in the varied forms of retailing, wholesaling and salesman on the road.

During his years of experience in traveling, he realized the many disadvantages the traveling salesman had to contend with when seeking to take an order with stores, in the disordered condition they then were, it being a most difficult and wearisome task for the retail merchant to find out what his wants were with the mixed-up condition in which his stock was carried; and if otherwise engaged the traveling salesman frequently received a negative answer, when—had the stock been in orderly condition—it would have been for the interests of both parties to have the various lines of goods assorted up, and also of even greater advantage in waiting on his trade.

This prevalent, yet unnecessary condition of stock was a great loss to the Hardware merchant in many ways, not least of which was diverting his trade to the catalogue house.

In seeking to overcome this complex problem, that involved the welfare of all, each individual's interest was studied and carefully looked after, the result being beneficial alike to the jobber, traveling salesman, retail merchant, clerk and customer—in the saving of their time, the more active investment of capital thereby greatly increasing the sales; neat and attractive goods untarnished, with more pleasant and cheerful surroundings; better results through a wiser distribution of capital in greater variety of stock; provision made to keep each article in sight, with a separate compartment for every size and number, thus delaying no one in being waited upon; the customer seeing many things which he needed but otherwise would not have thought of, the clerk quickly serving the customer's wants and not keeping others waiting, the merchant able to easily and quickly replenish his stock, with but little delay to the traveling salesman in taking the orders for whatever might be needed.

This problem, now worked out, may appear a simple one, but twelve years of untiring effort and relentless energy of the writer have been required to solve it and bring the Hardware store up to the modern way in which it is now being equipped.

The methods used in this modern equipment are not theoretical but practical, being created from what actual needs demanded; each space and compartment suiting the needs for it; tried and subjected to the most exacting tests by the inventor and designer of the system (whose name it bears) by transferring the stock of the retail merchant into the new equipment when installed, thus thoroughly testing every feature of arrangement as the work progressed, from year to year, in the construction of suitable compartments for each class and design of goods, these forming diversified interior arrangements by which all lines of standard Hardware goods have suitable space in which they are carried; enabling any Hardware store, whether large or small, to be equipped with cabinets and bases containing these compartments—selected as the stock may require—permitting each line to be interchanged or placed in any location of the equipment desired, whether at the front, center or rear, as may be found desirable after installing an outfit.

In order that we might definitely learn the completeness or defects of our system, we have, in a few instances where especially large stores were to be equipped, taken the merchant's catalogue or copy of his inventory and assumed the work of assigning each article, size or number to space by itself in our regu-

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lar cabinets and bases, also sampling each pattern back of glass in the front part of the drawer or compartment the stock was to be carried in, and completing the work by putting the entire stock in its proper place in the equipment, with the assistance of the clerks, and in so doing have demonstrated that our regular patterns contain compartments possessing diversified arrangement so complete that they supplied the requirements necessary for these extensive stocks.

With severe experiments and tests like these, I am confident that in our arrangement of them for the Hardware store, the merchant assumes no risk of its not suiting his stock; but even should the quantities of some lines in the stock vary from that anticipated, changes of compartments will be willingly made, or additional ones can be sent at any time.

It is so complete and perfect that compartments are made to suit the smallest and least cared-for lines, such as bradawls, nailsets, belt punches, etc., with as much attention as the more important lines of edge tools, builders' Hardware, miscellaneous goods and even crosscut saws; each class having compartments suitably made for same—embodied in our standard cabinets and bases, these compartments being made on an elastic principle to suit large or small quantities.

Thus the equipments made from such practical experience with our thorough knowledge of Hardware assures the merchant that there is no guesswork, as to their utility, in purchasing them and the results in business being wonderfully enhanced through whatever selection he may make.

This completeness of design in arrangement of goods has awakened great interest among Hardware clerks by having removed the perplexities and worry that the intricate lines of Hardware have heretofore caused, and making their services of greater value by using their time in selling instead of hunting for goods, thus increasing each day's profit, and is so systematized that the merchant or manager is relieved from detail work, permitting their time and thought being given to other important interests and if absent weeks or months business will continue successfully in the hands of others, and the Hardware business has now become a most pleasant, attractive and inviting vocation—more interesting and delightful to all.

Capital invested in goods should and must have, if successful, as faithful care and safe protection in keeping it in remunerative condition, as does the money for which the cash register is purchased. The latter cannot be kept full if the goods that produce its supply are wasted, damaged, misplaced or lost track of through neglect.

This is one of the important missions of the Warren System—to take care of and be to the stock of goods all that the register is to the cash.

The Warren System is a revolution of former ways that the changed business methods of to-day make necessary, and responds to the requirements of the people in its practical accomplishment of correct store equipment, with as great a value and economy in business methods as have been introduced in any form of commercial improvement.

Its adoption bespeaks the firm's business sagacity, as all communities are alert in patronizing the most popular modern methods that economize their time and provide clean goods at satisfactory prices—hence its approval and instalment by practical people is the logical outcome.

The Philadelphia Lawn Mower Co., 3101 Chestnut street, Philadelphia, Pa., have issued the pocket-size catalogue of the Genuine "Philadelphia" Lawn Mowers. The booklet illustrates the various styles for the season of 1908. They make the statement "We shall continue to make nothing but high grade Mowers and guarantee all goods against imperfections, and warrant them to give entire satisfaction."

A Clown Window Display

To make a display similar to the one in the sketch, set up an effigy, respendently garbed. Make the whiskers of long, sandy strips of tissue. The head may be made of a toy balloon, if desired, and an added effect of grotesqueness is given if it is attached by a string just loosely enough to permit it to wobble rather freely. Set up a wall of boxes and



A CLOWN WINDOW DISPLAY

put a fan behind them, arranging things in such shape that the current will strike our funny friend's head, whereas, if the head be loosely attached, it will be kept a-rolling, and at the same time the wind will persistently "blow through his whiskers." Show goods with price cards on the floor of this window.

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Bulletin of New Dealers

(REQUESTS FOR CATALOGUES AND INFORMATION.)

Special reports have been received at the office of the HARDWARE DEALERS' MAGAZINE from the following new dealers (or change in style of firms) since last bulletin, stating the goods which they handle or expect to handle. These reports are sent to us direct from the dealers themselves, and are therefore reliable. They want the latest catalogues, special circulars or price-lists relating to the classes of goods they handle. The numbers indicate classes of goods handled.

1 Builders' Hardware
2 Machinists' Tools
3 Carpenters' Tools
4 Cutlery & Plated Ware
5 Tinware
6 Woodenware
7 Rope and Twine
8 Pumps
9 Agricultural Goods
10 Bicycles
11 House Furnishings
12 Guns and Ammunition
13 Building Papers
14 General Hardware
15 Electrical Supplies
16 Automobile Supplies
17 Factory Supplies
18 Stoves and Ranges
19 Furnaces
20 Saddlery Hardware
21 Vehicles
22 Lead and Iron Pipe
23 Tin Plate and Metals
24 Cabinet Hardware
25 Horse Shoes
26 Plasterers' Tools
27 Paints and Oils
28 Glass and Putty
29 Blacksmiths' Supplies
30 Fishing Tackle
31 Sporting Goods
32 Butchers' Tools
33 Hose
34 Weather Strip
35 Belting
36 Lawn Mowers
37 Lamps
38 Oil Stoves
39 Stationers' Hardware
40 Refrigerators
41 Shoe Nails, Soles, etc.
42 Wood Mantels, etc.
43 Plumbers' Supplies
44 Steam Fitters' Supplies
45 Yacht & Boat Hardware
46 Washing Machines
47 Incubators

Arkansas

Mansfield: Mansfield Hardware Co.
Retail (succeeded by J. H. Caldwell), 1, 3 to 7, 9, 10, 12, 13, 14, 18, 20, 21, 25 to 32, 35 to 41, 43, 44, 46.

Paragould: Cox Hardware Co.
Retail (opened new store), 1 to 47.

California

Winters: Fenley Mercantile Co.
Retail (succeeded Baker Hardware Co.), 1, 3 to 9, 11 to 15, 18, 21, 22, 25 to 28, 30, 31, 33, 35 to 41, 46, 47.

Illinois

Virden: Clarence C. Shumaker.
Retail (succeeded F. E. Holderness), 2, 5, 8, 11, 15, 16, 19, 22, 23, 27, 43, 44.

Indiana

New Richmond: Mason & Lee.
Retail (succeeded T. M. Layne), 1 to 14, 18, 20, 21, 24 to 28, 30, 31, 32, 36, 37, 38, 40, 41, 46.

Terre Haute: Edgar Dick Hardware Co.
Retail (purchased stock of Rector & Polson), 1, 3 to 10, 12, 13, 14, 18, 19, 23, 27, 28, 30 to 34, 36, 38, 40, 41, 46, 47.

Yorktown: W. A. Goings.
Retail (opened new store), 1 to 8, 12, 13, 14, 18, 19, 20, 23, 25 to 29, 31 to 39, 41, 46.

Iowa

Bentley: Stuhr & Ehlers Hardware Co.
Retail (succeeded P. M. Heft), 1 to 14, 18, 20 to 23, 27, 28, 30, 31, 33, 35, 36, 38 to 41, 46, 47.

Blakesburg: Cohagen & Snow.
Retail (succeeded John Lafollette), 1 to 5, 7, 8, 10 to 20, 22 to 39, 41 to 47.

Elliott: Reynolds & Carson.
Retail (formerly Reynolds Bros. & Carson), 1 to 5, 7, 10, 12, 14, 15, 18, 19, 21, 23, 26, 29, 30, 31, 36, 38, 46.

Osceola: Smith & Forbes Hardware Co.
Retail (succeeded Iowa Hardware Co.), 1 to 10, 12, 14, 18, 21, 26, 27, 28, 30, 33 to 36, 38, 40, 41, 46.

Kansas

Hill City: Rowe & Sperry.
Retail (succeeded N. Wetzel), 1 to 12, 14, 18 to 41, 43, 44, 46, 47.

Ogallah: Nelson Bros.
Retail (formerly J. J. Nelson), 1, 3, 4, 5, 7 to 12, 14, 18, 21, 22, 23, 27, 28, 29, 31, 32, 33, 37, 38, 41, 46.

Randall: Theo. St. Pierre.
Retail (succeeded V. Vance), 1 to 8, 12, 14, 16, 18, 20 to 23, 26, 27, 28, 30, 31, 33, 35 to 38, 40, 41, 43, 44, 46, 47.

Maine

Lewiston: J. H. Chase Co.
Retail (formerly J. H. Chase), 1, 3 to 7, 9, 10, 13, 14, 18, 19, 22, 23, 26, 27, 28, 32, 33, 34, 36, 38, 40, 43, 44.

Milo: Weatherbee & Walton Co.
Retail (formerly Guy Weatherbee), 1 to 10, 12, 13, 14, 16, 18, 19, 22, 26, 27, 28, 30 to 34, 36, 37, 38, 40, 46.

Massachusetts

Attleboro: Brownell Hardware Co.
Retail (formerly French & Brownell Hardware Co.), 1 to 8, 11, 13, 14, 15, 17, 18, 19, 22, 23, 24, 27, 28, 29, 32 to 36, 38, 40, 43 to 46.

Attleboro: French & Fay.
Retail (opened new store), 1 to 4, 6, 7, 9, 12, 13, 14, 17, 23, 24, 26, 31 to 36, 38, 45.

Newton: G. A. Aston.
Retail (succeeded A. H. Waitt), 1, 3, 4, 7, 9, 10, 13, 14, 24, 26, 27, 28, 31, 33, 34, 36, 41.

Michigan

Berrien Springs: Thos. H. Lohr.
Retail (succeeded T. W. Reynolds), 1, 3, 4, 5, 7, 8, 12, 14, 18, 19, 22, 23, 26, 27, 28, 30, 31, 32, 34, 36, 38, 40, 41, 43, 46.

Vassar: Cooley & Sweet.
Retail (succeeded F. La Zelle), 1, 3 to 8, 10, 12, 13, 14, 18, 22, 24, 26, 27, 28, 33, 36, 37, 38, 40, 41, 43, 46.

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Minnesota

Owatonna: Srsen Supply Co.
Retail (new store), 1, 3 to 7, 12, 14, 17, 26, 27, 28, 30, 31, 34, 36, 38, 41, 46, 48.

Missouri

Clarence: A. M. Meadows.
Retail (succeeded W. J. Daniel & Co.), 1 to 8, 10, 12 to 15, 18, 19, 23, 25, 26, 29 to 32, 34, 36, 37, 38, 40, 46, 47.
De Witt: Miller Hardware Co.
Retail (succeeded Adkins Bros.), 1 to 10, 12, 14, 18, 20, 21, 23, 25 to 31, 34, 36, 38, 41, 43, 46.
Kahoka: Woodruff-Seyb Co.
Retail (formerly Dorsey, Seyb & Woodruff), 1, 3, 4, 5, 7, 8, 9, 12, 14, 18, 21, 22, 23, 30, 33, 36, 38, 46, 47.

Nebraska

Clarks: Knight & Son.
Retail (succeeded Ed. Johnson), 1 to 8, 11, 12, 14, 18, 20, 22, 23, 24, 26 to 41, 43, 46.
Dalton: W. S. Woolsey.
Retail (opened new store), 1, 3 to 9, 12, 13, 14, 18, 20, 22, 25 to 28, 37, 38, 41, 46.
Humboldt: Skalak & Son.
Retail (formerly Skalak & Dutch), 1 to 9, 12, 14, 18, 19, 21, 22, 23, 26, 29, 30, 31, 33, 34, 36, 38, 40, 43, 44, 46, 47.
Pierce: Klug Bros. & Neuman.
Retail (succeeded Geo. Gishpert), 1 to 9, 12, 14, 18 to 24, 26 to 33, 35, 36, 38, 41, 43, 44, 46, 47.

New York

Brookfield: Todd Hardware Co.
Retail (succeeded by J. T. Stillman), 3, 4, 5, 7 to 13, 18, 19, 22, 23, 27, 28, 30, 31, 36, 41, 46.
Dunkirk: Walker, Bisett & Pierce.
Retail (formerly Walker & Culver), 1 to 8, 10 to 15, 17, 18, 19, 22, 23, 24, 26 to 38, 40, 41, 42, 44, 46.
Troy: Eastern Ceiling & Hardware Co.
Wholesale and retail (succeeded H. D. Hull Co.), 1 to 10, 13, 14, 18, 19, 30 to 34, 36, 37, 38, 40, 41, 46, 47.

North Dakota

Belfield: N. B. Nelson.
Retail (succeeded E. O'Connor), 1, 2, 3, 5 to 8, 10, 11, 12, 14, 18, 20, 22 to 32, 35, 37 to 44, 46.

Ohio

Elyria: Hubert Day & Sons.
Retail (formerly Hubert Day), 1 to 7, 11 to 14, 17, 24 to 31, 33 to 36, 40, 41.
New Madison: W. H. Brown.
Retail (formerly Brown Bros.), 1 to 8, 10, 11, 12, 14, 18, 19, 23, 25 to 29, 31, 32, 34, 36, 37, 38, 41, 46.
Salem: C. S. Carr.
Retail (formerly A. M. Carr & Sons), 1 to 7, 10 to 14, 17, 18, 20, 21, 24 to 29, 31 to 36, 38, 40, 41, 46, 47.

Oklahoma

Guthrie: Underwood & Hall Hardware Co.
Retail (opened new store), 1 to 8, 12, 14, 18, 20, 23, 26, 29 to 41, 46.

Oregon

Astoria: Zaph Furniture & Hardware Co.
Retail (formerly H. H. Zapf), 1, 2, 3, 5, 6, 7, 10, 14, 18, 31, 33, 36.

South Carolina

Williston: Williston Hardware Co.
Retail (new store), 1 to 10, 12, 14, 19, 22 to 26, 29 to 33, 35, 38, 41, 43, 44, 46.

South Dakota

Hayti: Cole & Nofus.
Retail (opened new store), 1, 3 to 9, 12, 13, 14, 18, 21, 27, 28, 46.

Tennessee

Etowah: Etowah Hardware & Furniture Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 33, 37, 38, 40 to 44.
Lebanon: Freeman & Co.
Wholesale and retail (formerly H. M. Freeman & Co.), 1 to 9, 12, 14, 15, 18, 20, 21, 22, 25, 26, 29, 33 to 36, 38, 40, 41, 43, 44, 46.

Texas

Itaca: F. B. Lay Hardware Co.
Retail (opened new store), 1 to 10, 12, 14, 18, 20, 21, 22, 24, 29, 30, 31, 33, 36, 37, 38, 41, 43, 46.

Washington

Steptoe: Anderson & Trowbridge.
Retail (opened new store), 1 to 9, 12, 13, 14, 18, 21, 22, 24 to 38, 40, 41, 43, 46, 47.

Wisconsin

Blue Mounds: E. Bey.
Retail (formerly Mullen & Bey), 1 to 9, 12, 14, 18, 20 to 24, 26, 30 to 33, 35, 36, 38, 41, 46.



A JOBBER'S METHOD OF SHOWING TERRITORY COVERED—LOGAN-GREGG HARDWARE CO.

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Who Makes the Goods?

No. 256. "American" Calf Weaners.
No. 257. "Lincoln" Saw Set.
No. 258. Hand Cuffs and Leg Irons.
No. 259. Address of F. Schwartzchild & Co., makers of Alcohol lamps.
No. 260. Machines for making alcohol.
No. 261. "Brunswick" Revolver.
No. 262. Machine for shredding orange and lemon peels.
No. 263. Pyramid Sinkers.
No. 264. "Elephant" Air Rifle.
No. 265. A patent vise that can be used for filing Yale and Corbin keys.
No. 266. Bull Rings, made of 5-16-inch copper wire 2¾ inches diameter
No. 267. "Newman's" Patent Steel Skewer, having a wavy stem.
No. 268. "20th Century" Cake pans.
No. 269. Socket head case hardened screws.
No. 270. "Hock's" Burner, otherwise known as "Buckeye."
No. 271. "Queen" Summer Stoves.
No. 272. "Sunshine" Sprinklers.
No. 273. "Victor" Knife Sharpener.
No. 274. "Duplex" Knife Sharpener.

The Ballad of Peter Brown

An enterprising Yankee chap
Whose name was Peter Brown,
Opened a store on Deadman street
In Sleepy-headed town.

The other merchants on the block,
Old-fashioned chaps were they,
Lighted their stores with oil or gas,
Their fathers lit that way.

But Peter he was up to date
And eke a little wise.
Said he: "Electric light for me—
It pays to advertise."

He lighted up his little store
With incandescent lamps,
And chuckled, "Let the other folks
Invest in trading stamps."

His store stood out from all the rest,
The people came *en masse,*
Attracted by the brilliant glare
They simply couldn't pass.

He did the business from the start,
They couldn't keep him down,
The combination was too stiff—
'Lectricity and Peter Brown.

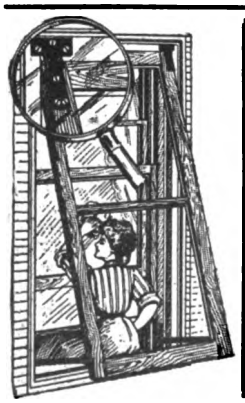
The ancient merchants viewed dismayed
The rise of Mister Brown,
Some followed suit and lit with "juice,"
Some lit out of the town.

And Brown who rich and richer grew
When lighting up at night
Would oft remark: "Success is due
To pluck and luck and light."

McWHINNIE WHEEL BARROW WORKS
POUGHKEEPSIE, N. Y., U. S. A.



Manufacturer of all kinds of Wooden, Steel Tray and Steel Tubular
Wheel Barrows
for railroad, coal, stone, mortar and garden use.



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HANGERS AND FASTENERS
Solve the Problem
How to Hang and Fasten Window Screens and Storm Windows.
Easily hung or removed from inside. Clean Windows, Ideal Ventilation. No flies, solid comfort. Retail at 10c., 15c., 20c. and 30c. per set with screws. For catalogue and trade discounts address
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624 Center Street
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TURNBUCKLES



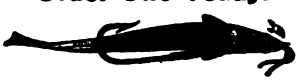
MERRILL BROS., Brooklyn, N. Y.

JARVIS FISHING COAT
For Wear With Waders



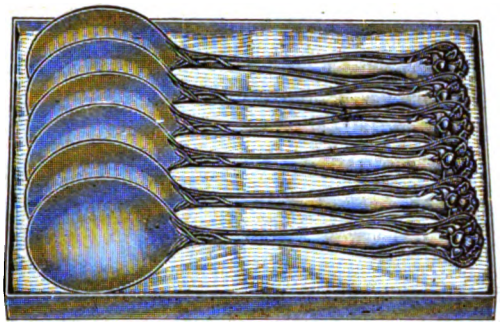
Convenient—comfortable—has pockets inside and outside for every convenience for a trip down the stream.
Knapsack pocket on the back to carry lunch, shoes or other bulky articles.
IT'S SHORT—just laps over top of waders.
Contents of pockets can't get wet unless you have to swim.
YOU'LL WONDER HOW you ever got along without one.
Sent prepaid on receipt of price. Army Khaki Cloth each $3.50. Heavy Tan Duck each $3.00.
Order One Today.

JARVIS BAIT HOOK



for use with live salted or pickeled minnows, for trolling, casting or still fishing.
Holds minnow in natural position; it can't double up in a lump as with other hooks. Just naturally tempts the fish; then hooks him. Best catcher ever devised. Per dozen $1.00.
Send 10c for sample and complete information or ask your dealer.
W. B. JARVIS CO., Grand Rapids, Mich.
28 Canal Street.

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MYSTIC
Soup Spoons

STAR (★) BRAND

silver plated knives, forks and spoons for over half a century have been known to the trade as of the highest grade produced. Every piece bearing the stamp

★ ROGERS & BRO. A-1

has over fifty years of experience back of it.

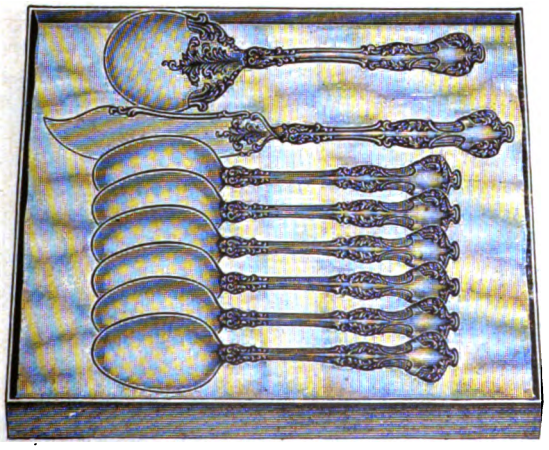
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We are always ready to aid the dealer in his advertising, and supply cuts and printed matter without cost. Send for booklet, "Advertising Hints and Suggestions, etc."

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International Silver Co., Successor

New York Warerooms: 9-11-13 Maiden Lane



CREST
Tea Spoons
Butter Knife
and Sugar Shell

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FEBRUARY

In this issue we offer
"Correspondence."
The first of a series of Twelve articles on "The A. B. C. of Business System."

TRADE NORVELL-SHAPLEIGH HARDWARE CO. DE DIAMOND EDGE MARK

—1908—

At the end of the series "The A. B. C. of Business System," will be bound in pamphlet form and mailed to any Hardware Dealer in the world upon request.



WE FILE LETTERS IN DRAWERS—ORDERS IN BINDERS—AS ILLUSTRATED ABOVE.

THE A. B. C. OF CORRESPONDENCE.

Business to-day is conducted by correspondence. The Officers of large business houses meet and know personally only a small proportion of their customers. Therefore a house is largely judged by the character of its letters.

The first thing is for a correspondent to get his facts straight. If your facts are wrong, your letter is wrong. You are making extra work for yourself and for your correspondent. Nothing creates a more unfavorable impression than to see from a letter that your correspondent does not understand what he is writing about, or has been too careless or indifferent to get the facts. In a complicated case it helps to draw up the points on a scratch pad, arrange them in order, and then write.

After getting your facts express yourself respectfully, clearly, tersely, confining your letter closely to the subject at hand. Joking in typewriting is dangerous. Don't be familiar. Don't be facetious. Your correspondent may be very busy and have no time to waste.

Much time is saved by asking questions. Men have been put in jail for making statements, but not for asking questions. Then the other man must do the explaining. You are the judge of his explanation. But it is humiliating to write a letter making strong statements and then have it shown you are in the wrong. Never write a letter when you are angry.

The object of letter-writing should usually be to close up the correspondence to the satisfaction of your correspondent as promptly as possible. Business correspondence is not supposed to be for pleasure. If you write for anything tell your correspondent just what you want. If you wish several things, number them and state just what they are. If it is necessary to write a long letter on one subject, it will help both the writer and reader if written under headings.

A house of any size facilitates its work by dividing it up into such departments as Buying, Sales, Quotation, Claim, Mail-Order, Shipping, Stock, etc.

You will help your correspondent and receive more prompt service if you will write about each subject on a separate sheet. Then the various departments will handle your letters at the same time, and you will receive answers promptly. When a long letter on various subjects is all jumbled together, it is necessary to copy the different subjects of the letter for the different departments or to pass the original letter from department to department. This causes trouble and delay. Paper is cheap! Time is valuable!

If you write about an invoice, give the date of the invoice, and the order number. If about an order, give the date and state what the order is for.

There are various methods of filing correspondence. We file by States, by Cities, and then alphabetically by customers. Some houses file by subject, using a card index.

A carbon copy of our answer is attached to the original letter and they are filed together. Therefore we have in one place a complete history of the correspondence in each case. In modern business the carbon copy has taken the place of the old-fashioned copy book.

NORVELL-SHAPLEIGH HARDWARE CO.

Established 1843 **ST. LOUIS**

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FEBRUARY

On this page we illustrate our Mascot or February, "Diamond Edge Hatchets," they are perfect tools.

TRADE NORVELL-SHAPLEIGH HARDWARE CO. DE DIAMOND EDGE. MARK

—1908—

All our Salesmen are carrying samples of **Diamond Edge Hatchets** This Month.
If our salesman does not call—write us.

DIAMOND EDGE HATCHETS

WE TEACH YOUR CLERKS HOW TO TALK DIAMOND EDGE TOOLS.

In each package we place a small Circular Giving the talking points.

The below is a Reproduction of the Circular packed with **"Diamond Edge,"** Bronzed Shingling Hatchets.

CUTTING EDGE	Made of extra crucible cast steel. Carefully tempered and tested and **ground ready for use.**
HANDLE	Select **second growth** young hickory. Thoroughly seasoned, and will fit the hand perfectly.
HANG	Every hatchet is perfectly hung, much care being exercised in driving the handles.
QUALITY	All tools bearing the **"Diamond Edge" brand** are fully warranted and represent the **acme of perfection in tool making.**



We market hundreds of tools under the **"Diamond Edge" brand** all fully warranted. Throughout the line we have looked after

QUALITY
STYLE
FINISH
ASSORTMENT
VARIETY
BOXES
LABELS
TALKING POINTS

SAMPLE ORDER

We will send 45 Diamond Edge Hatchets well asorted for

$25.00

F. O. B. St. Louis, Mo, weight in shipping order 100 lbs.

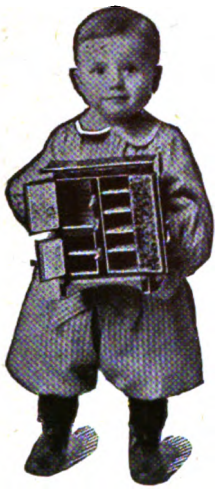
Cut showing wooden box in which one-half dozen "Diamond Edge" Hatchets are packed.

WE GIVE EXCLUSIVE AGENCIES, IF INTERESTED WRITE US.

NORVELL-SHAPLEIGH HARDWARE CO.

Established 1843 **ST. LOUIS**

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Herrick Refrigerator Co.

WATERLOO, IOWA

High Grade Refrigerators at Cost of the Common.

Sixty-five styles. Every refrigerator built of solid oak. Absolute dry air system. Positively no mould or taint. Economical and convenient.

Save the usual loss and shrinkage of profits by installing one of our

Dry Air System Refrigerators

Mineral wool insulated in every wall and door and packed to the full thickness.

CATALOG MAILED UPON REQUEST.

It is not too early to give the refrigerator question your attention. Price very reasonable—nothing better.

Write to-day to

HERRICK REFRIGERATOR CO.

FACTORY, WATERLOO, IOWA **Dept. H.**

GLASCOCK'S RACERS

"THE MONEY-MAKERS." FOR YOU



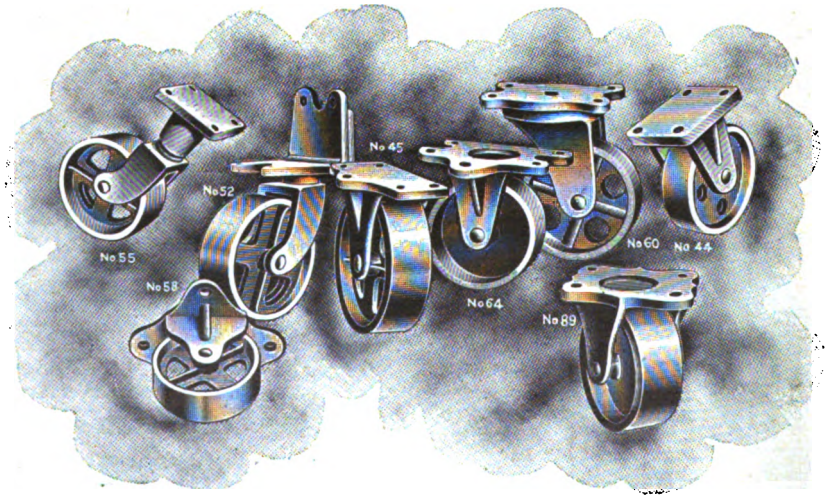
The Strongest, Speediest, Most Elegantly Finished Hand Cars on the market. Built in four sizes for both boys and girls. Advertised in all the leading magazines for your benefit. Write for our illustrated catalogue. We have real talking points.

"We will exhibit our line at the following Hardware Shows to be held in connection with the annual meetings of the Retail Hardware Dealers' Association:

Milwaukee, Wis.,	Feb. 5th to 7th.
Cedar Rapids, Ia.,	Feb. 18th to 21st.
Indianapolis, Ind.,	Feb. 18th to 20th.
Buffalo, N. Y.,	Feb. 18th to 21st.
Columbus, O.,	Feb. 25th to 27th.
Peoria, Ill.,	Feb. 26th to 28th.

"Don't forget to call upon us."

GLASCOCK BROS. MFG. CO., MUNCIE IND.



The name *CLARK* insures *QUALITY, WORKMANSHIP* and *DURABILITY* in our complete line of *TRUCKS* and *CASTORS*. *THE GEORGE P. CLARK CO.*, Windsor Locks, Conn., New York Office, Room 205, 258 Broadway.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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The Only Safe Snap

The **Klingsnap** is the only *safe* harness snap made. It cannot be rubbed loose by the horse, will not freeze up—absolutely proof against unfastening except by hand. Made from one piece of spring steel, it is the simplest, strongest and cheapest snap made. The

Klingsnap

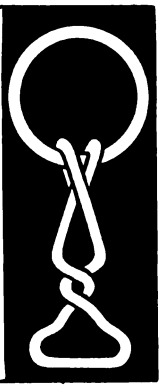
SAFETY

Harness Snap

PAT. OCT. 27, 1903. NOV. 22, 1904.

can be operated without removing the glove or mitten. **Send your dealer's name and 5 cents** for a trial pair by mail—postage prepaid to any address. We want you to examine the Klingsnap and become convinced that it is a snap you can't do without.

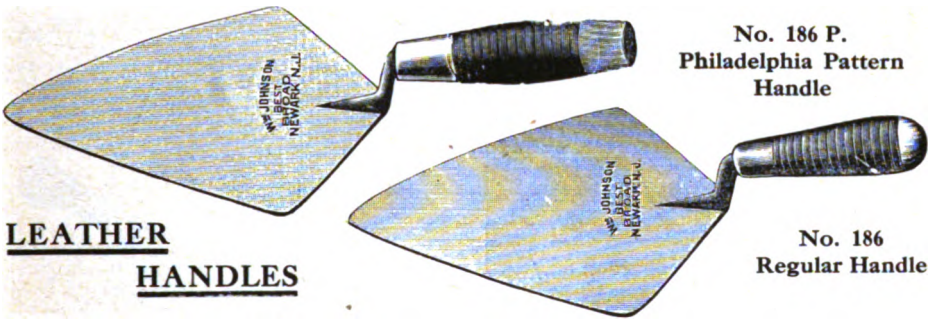
THE NATIONAL SAFETY SNAP CO., Wilmington, O.



ESTABLISHED A. D. 1830

WILLIAM JOHNSON

Hedenberg Works. Newark, New Jersey



No. 186 P.
Philadelphia Pattern
Handle

LEATHER HANDLES

No. 186
Regular Handle

High Grade Special Extra Broad Trowels

Made on Suggestions of Masons and Bricklayers

Have large sale wherever introduced

All styles of Brick, Pointing and Plastering Trowels. High Grade Garden Trowels of several kinds.

I also make Spokeshaves, Screw Drivers, Registering Calipers, Outside, Inside and Double Calipers; Pattern Makers' Pinch Dogs, Tack Claws, Extension Leg Dividers, Wing Dividers, Conductors' Punches, Revolving Punches, Spring Punches, Belt or Saddlers' Punches; Masons' Brick Jointers, Gas Pliers, Cold Chisels, Cape Chisels, Plumbers' Tools and many other Mechanics' Tools.

Send for Catalogue and Prices.

MONEY is scarce!
COAL is high!

Now is the Logical Time to sell Ash Sifters.
The "Acme" has more good Selling Points than any other Ash Sifter before the Trade, viz.:

Entirely Automatic.
No Shaking or Revolving Sieves.
Saves Cinders without Trouble or Work.
Saves Cinders without Soiling the Hands.
Pays Good Profit to Dealers.

JUST WHAT YOU'RE LOOKING FOR!

Send Postal for Brief, Bright Booklet



ACME BALL-BEARING SALES CO., 56 Warren Street, New York

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No. 76 Stove

Manning-Bowman

Alcohol Gas Stove

NICKEL PLATED

Hot Meals Without Hot Kitchens

Absolutely Non-Explosive

Sufficiently powerful to prepare as complete a dinner on the dining table as on the kitchen gas range. An invaluable adjunct to the sick room, a home convenience at all times.

The possibilities of chafing-dish cookery have been doubled by the Manning-Bowman Alcohol Gas Stove. It has three times the heating power of the regular chafing-dish lamp, yet regulates to a simmering flame at a touch.


No. 308/76 Alcohol Gas Chafing Dish.

CHAFING DISHES

(With Patent "Ivory" Enameled Food Pans.)

"METEOR"

Circulating Coffee Percolators

Hotel Ware, Bathroom Furnishings, etc.

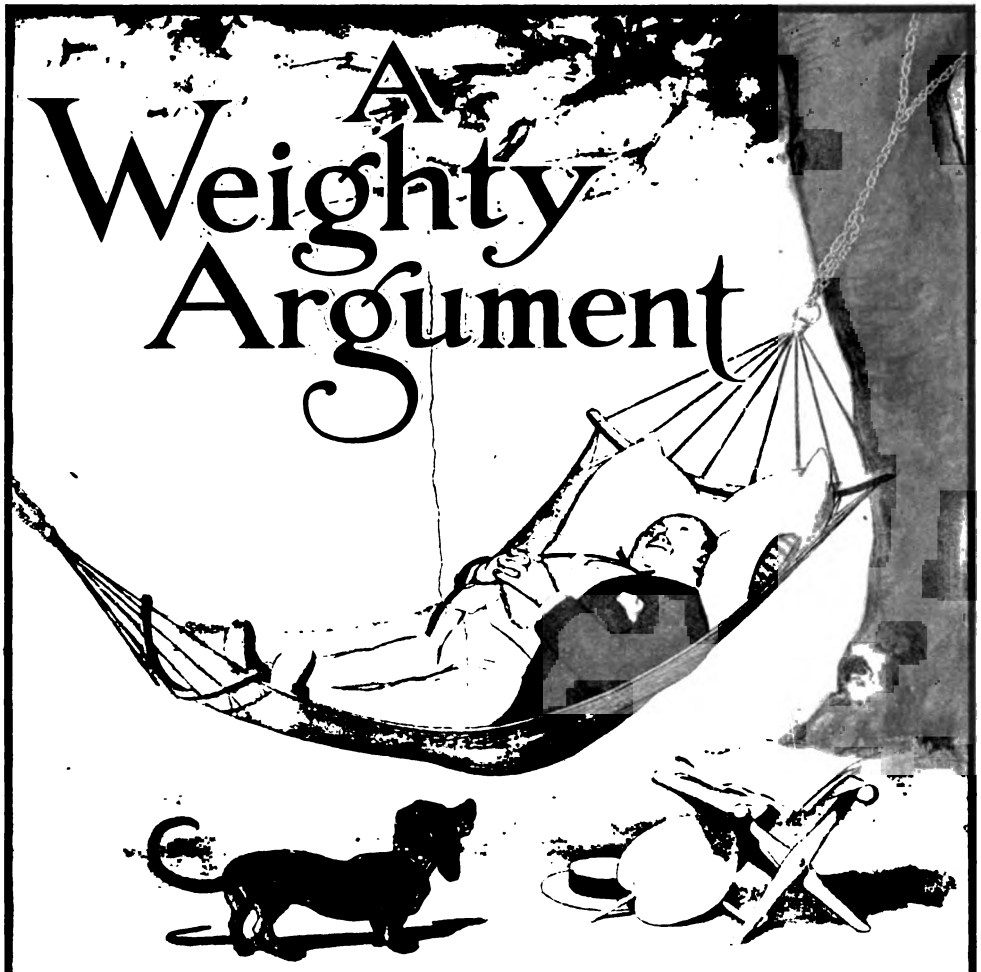
MANNING, BOWMAN & CO., MERIDEN, CONN.

NEW YORK, 25 West Broadway **CHICAGO, 158 State Street**

Catalogue No. 53 illustrates complete line

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A Weighty Argument



ONEIDA HAMMOCK CHAINS

GALVANIZED

make the use of rope for suspending Hammocks

CRIMINAL NEGLIGENCE

Much easier to attach and adjust than rope. Tested to hold 1500 pounds. Hot galvanized—cannot rust. Made in three lengths. One pair in a box—an ideal shelf package.

Put in a stock to-day. Push them, **Display them.** Safety to your customer—generous profits to yourself.

ONEIDA COMMUNITY, Ltd., Oneida, N. Y.

MAKERS OF ALL KINDS OF CHAIN

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OHIO HARDWARE ASSOCIATION

EXHIBIT

With the Annual Convention

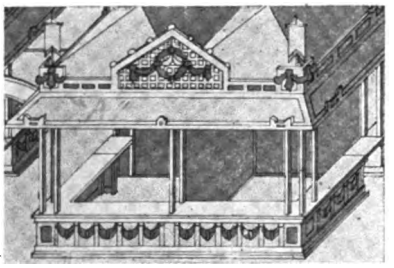
MEMORIAL HALL
COLUMBUS, OHIO

FEBRUARY 25, 26, 27
Nineteen Hundred and Eight

A great exhibition and a splendid attendance assured. Ohio, with her 2,000 Hardware merchants, is one of the banner Hardware States of the Union.

Exhibitors will find this the most economical means of getting in touch with the Ohio Hardware trade, both in the way of making sales and in advertising. One of our regular exhibitors says that last year's Convention brought him $10,000 worth of business. **The Ohio Hardware Exhibit brings results.** Considering conveniences provided and attendance attracted through our Convention, we offer the exhibitor an unusual opportunity to show his goods to Hardware buyers. *Is it worth anything to you to meet the Hardware merchants of Ohio face to face?*

WE FURNISH YOU WITH UNIVERSAL BOOTH READY TO BE OCCUPIED, thus saving you time, annoyance and expense of sending men in advance to fit up quarters; no lumber to buy; no carpenters, electricians or decorators to look after. The central portion of the beautiful and commodious Memorial Hall will be reserved as Universal Booth section.



Prices of space here include an artistic booth (with electric lighting) especially designed for this Exhibition by an architect, and handsomely decorated. This is an entire innovation, and one which is not only meeting with the approval of the exhibitors, but will give the exhibition a distinctive attractiveness by reason of the harmonious effect.

Outside of Universal Booth section, space is sold exclusive of Booth, and exhibitors may erect their own booth or contract with Committee for Universal Booth.

This convention and exhibit will bring together the largest number of retail Hardware merchants ever assembled. These merchants attend for the purpose of studying the displays and buying new goods.

Do not delay making reservations. Last year, we were forced to turn away tardy applicants, by reason of all the space being sold.

Reservations made in order in which applications are received.

May we send you Floor Plan, Isometric Perspective and Price Card?

W. L. JACOBS, Chairman, Youngstown, Ohio.
W. M. CRUMRINE, Salem, Ohio.
J. R. DICKSON, Columbus, Ohio.

FRANK A. BARE, Secretary, Mansfield, Ohio.

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Uncle Obediah's

"BROTHER BILL"

is an actual
LIFE-SIZE
Lithographed
Cut-out.

Holds a Real Dinner Pail

Eating a Real Lunch

The making of

Window Displays that Attract Attention

with this cut-out are simply unlimited. If you desire "Brother Bill" to represent a mason, trim the balance of the window with masons' tools—trowels, square, plumb lines, etc., etc. If a carpenter—saws, hammers, planer, etc., etc. If a plumber—wrenches, blow-torches, pipe, etc., in fact he can be made to represent any kind of a workingman who carries a dinner pail, and *every such workman buys goods sold by you.*

"Brother Bill" is Given Away FREE

to introduce the

New Line of "Prisco" Money-Back Metal Ware

Write for our proposition

The Pritchard-Strong Company

29 Circle Street Rochester, N. Y.

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COOLEY WEANERS

WEAN EVERY TIME



While eating.

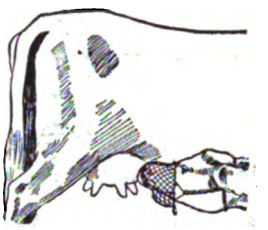
Animals cannot suck or hurt other animals while wearing a ***COOLEY WEANER,*** but can eat and drink without trouble. Guaranteed not to make the animal's nose sore. Order from your jobber. Manufactured by

COOLEY MFG. CO. 103-107 So. Canal St., CHICAGO, ILL.

Also manufacturers of Coat, Pants, Suit and Hat Hangers, Carpet Beaters and other wire novelties.

OUR PRICES ARE RIGHT

We Do Not Sell to Mail Order Houses



While trying to suck.

SHELBY SEAMLESS STEEL TUBING

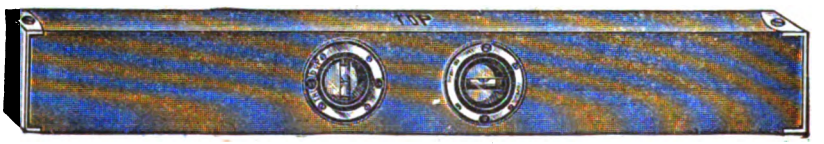
Greatest Strength-Least Weight
Saves using Solid Stock.

SEND SPECIFICATIONS - WE QUOTE PRICES.

SHELBY STEEL TUBE CO. General Sales Office PITTSBURG, PENN.

BRANCH OFFICES - NEW YORK - CHICAGO.

When you sell Levels —sell the Right Kind.



COOK'S PATENT LEVEL.

A Tool you can sell quickly, profitably and satisfactorily to Carpenters, Masons, Bricklayers, and all who use Levels or Plumbs, is the

DAVIS & COOK LEVEL

The different Level—with the bulb seen in all positions. Under or over—or 10 feet away. You know the trouble with the old style bulb-in-the-top Level—useless unless you stand over them. For sale by all leading jobbers. Catalogue on application. Made only by

DAVIS & COOK, - Watertown, N. Y., U. S. A.



KIRCH'S SANITARY

Combination Commode Chamber Pail

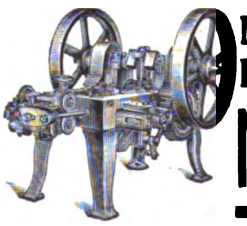
Absolutely Odorless

Because cover fits down into groove of water, forming a trap.

Ask Your Jobber

WEBER - KIRCH MFG. CO.

KEOKUK, - - IOWA.



Nut, Bolt, Rivet, Screw Machinery

Write for Catalogue.

WATERBURY FARREL FOUNDRY AND MACHINE COMPANY

Waterbury, Conn., U. S. A.

The "Y" Alligator Wrench



This makes a very good wrench. Made of good steel, and you will find you can use it in many places. Made by

P. J. McCABE, Shelton, Conn.

"YANKEE" CAN AND BOTTLE OPENER

Removes Tin Caps
Pulls Corks
Opens Cans



A BIG LEADER AT 10c

Costs you no more than the ordinary kind. Write us for name of nearest Jobber.

Taylor Mfg. Co.

HARTFORD, CONN.

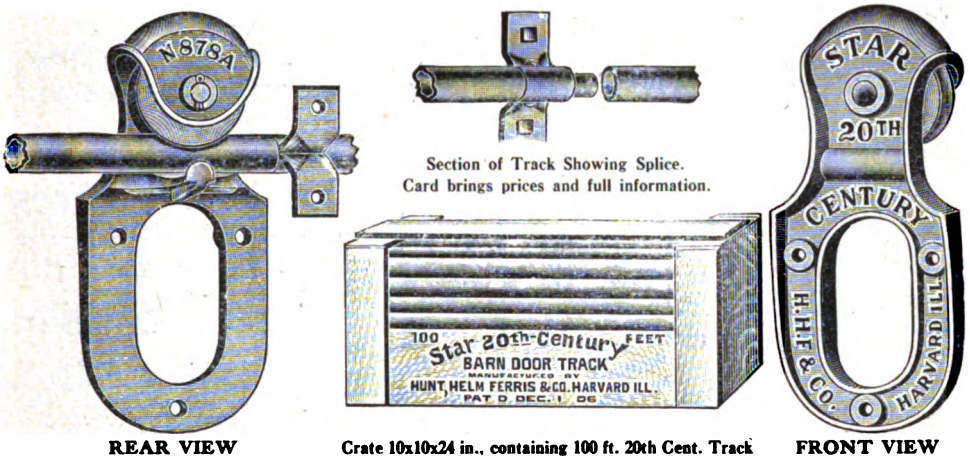
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20th CENTURY Barn Door Hangers, Roller Bearing

Round Track, Made in Two Foot Sections Only

Hangers on the Shelf. Track Under the Counter. Both in Aluminum Finish.

A MONEY MAKER! A TIME SAVER!



REAR VIEW — Crate 10x10x24 in., containing 100 ft. 20th Cent. Track — FRONT VIEW

HUNT-HELM-FERRIS & CO., Manufacturers, HARVARD, ILLINOIS

"An Ounce of Sight is Worth a Ton of Print"

THE HOME SHOW

MAY 2 to 9, INCLUSIVE, AT
GRAND CENTRAL PALACE
NEW YORK CITY

Exhibits of Builders' Hardware, Household Goods, Bathroom Fixtures, Kitchen Furnishings and Novelties

Space Now Being Allotted

For additional information address

The Home Exhibits Co. (Inc.), 52 Broadway, New York
AND GRAND CENTRAL PALACE

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BIG PROFITS FOR YOU



PATTERSON'S

It's so Easy

Pineapple Eye Clip

500,000 ALREADY SOLD
in the U. S. and foreign countries

They go quick at the price **25c. Retail**

The simplest and most practical of any eye clip on the market.
Takes out the eyes quick as a wink.
Saves fruit and saves bother.



Made entirely of steel handsomely nickeled.

Every dozen mounted on an attractive Double Display Card.

Liberal Discounts to the Trade

Harvey Manufacturing Co.
549 Granite Bldg. - ROCHESTER, N. Y.

C. G. Hussey & Company
PITTSBURGH, PA.

Manufacturers of

COPPER
.... IN

Sheets - Plates - Rolls
Copper Nails and Tacks
Copper Gaskets.



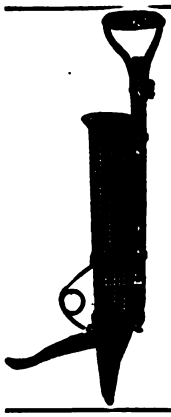
Use the Best

The "Sure Grip"
Steel Tackle Block

is taking the place of all other hoisting blocks : :

Send for catalogue and discounts

FULTON IRON WORKS
18 BRUSH ST., DETROIT, MICH.



American Standard One Hand Rotary Disc

PLANTER "The Old Reliable"

Easily Operated by a Boy or Girl

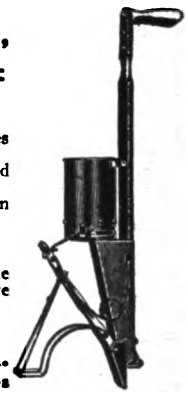
Fitted with Sheffield's famous adjustable "seed disc," which rotates similar to the disc in a horse planter.
Especially adapted for planting field corn and beans, although used for various other seeds and grains.
Sold in 46 States and Territories of the Union; also 12 foreign countries.

SHEFFIELD POTATO PLANTER

The best features of all others combined in this planter. The handle is adjustable to the height of the operator. The jaws and points are superior to any other.

Send for Descriptive Circulars and Prices.

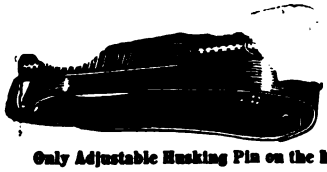
SHEFFIELD MFG. CO., Burr Oak, Michigan, U. S. A.
The Largest Makers of this Class of Goods in the United States



The Easy Lawn Mower Sharpener

The Easy Sharpener is a device to attach to any lawn mower. No screws to adjust and so simple a child can operate. Attached in an instant and sharpens in a minute. Works automatically and sharpens all blades to a keen, accurate edge. Made in all sizes and of the very best material, fully guaranteed. Write at once for catalog, terms and discounts. Catalogs of other lines sent also upon request.

NATIONAL MACHINE & STAMPING CO., Inc.
Successors to Sanitary & Specialty Co. and C. Frederick Richards
DETROIT, MICH., U. S. A.



Only Adjustable Husking Pin on the Market

The "AKIN HUSKER"

1.—It has a spring mounted point—a new and superior feature. 2.—It holds the hand firmly together making it IMPOSSIBLE TO JAR HANDLE OR STRAIN WRIST and does not penetrate the ear when removing the husks. 3.—It removes more husks than other pins or hooks do. 4.—It slips over mitten or glove and it is impossible to blister the hands or fingers. 5.—It has been thoroughly tested by practical huskers and pronounced in every way satisfactory.

For Sale by all Jobbers. PRICE, 25 CENTS

SMITH & DAVIS, Sole Manufacturers, AMES, IA.

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GARMENT HANGERS

EGG BEATERS

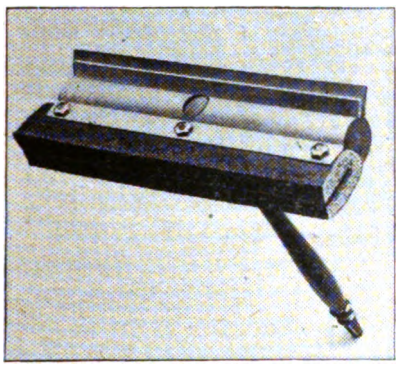
The Taplin Mfg. Co.

NEW BRITAIN, CONN., U.S.A.

155 Chambers Street, New York, N. Y.

TOWEL BARS

BOTTLE STOPPERS



"TWO IN ONE" WINDOW WASHER

Sells on sight to every housekeeper. If you want to sell all the window cleaners used in your town—write us. :: :: ::

G. C. REITER, Canton, O.



A GREAT MONEY MAKER

Cooking a meal for eight people over one burner on any kind of a stove.

Ohio Combination Steam Cooker and Baker

The Ohio Cooker is being advertised in magazines having a circulation of over ten million women, who are interested in a kitchen device that will save kitchen drudgery, reduce their fuel bills 50 per cent., and save as much more in time, labor and provisions. It cooks all articles of food deliciously, and makes tough meat tender.

Our magazine advertising is bringing thousands of inquiries from all over the country.. All inquiries where we have local dealers are referred back to the dealer. Handsome display cards are furnished, together with a fine electrical display stand, also a supply of literature.

A handsome 48-page catalogue and discounts mailed on request.

Do not fail to write immediately, and secure the agency for this great money-maker. Address

The OHIO COOKER COMPANY
516 Jefferson Ave., Toledo, O.

Door Springs

DO NOT BUY UNTIL YOU KNOW ABOUT THE "Wagner Jointed Spring"



WRITE FOR OUR COMPLETE CATALOG

WAGNER MFG. CO., Cedar Falls, Iowa

BUILDING PAPERS

A line of all grades suitable for the Hardware and Building Trades.

Write for Sample Book and Prices.

C. B. HEWITT & BROS., 48 Beekman Street, NEW YORK CITY

Headquarters for HARDWARE WRAPPING PAPERS and WOODWORKING GLUES.

Eastern Agents for CONGO NEVER-LEAK ROOFING. Send for Samples and Price List.

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Do You Handle Brass Fire Place Fixtures?

Yes!

¶ Then you have never had a better opportunity to purchase Andirons, Firesets and Fenders than now. ¶ If you have our catalogue, make up a list of your requirements for Spring or Fall, and we will enter your order now and give you the advantage of the present metal market. ¶ We will deliver when you say so.

THE ROSTAND MFG. CO. MILFORD, CONN.

Andirons, Fenders, Firesets, Candlesticks, Door Knockers and Hardware Specialties

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Patented Articles of

Malleable Iron

Hammer's

Adjustable Clamps
Malleable Iron
Hand Lamps.
Malleable Iron
Hanging Lamps.

New Improved Patent

Malleable Iron OILERS

Three Sizes:
Nos. 11, 12 and 13



New Pattern Heavy Screw Clamps

STRONGEST IN THE MARKET

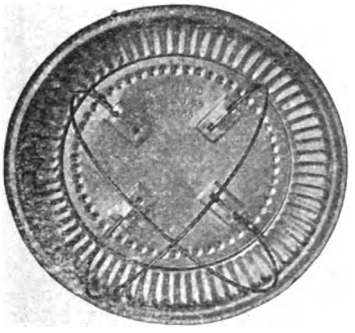
For Sale by all the Principal Hardware Dealers
Send for Price List

MALLEABLE IRON CASTINGS

of superior quality, and Hardware Specialties in Malleable Iron made to order

HAMMER & CO., - Branford, Conn.

GEM



FLUE STOPS

Absolute Simplicity
Folding Wire Fastener
Sold by all Jobbers

Manufactured only by

J. L. Clark Manufacturing Co.
Rockford, Illinois



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LUFKIN Measuring Tapes and Rules

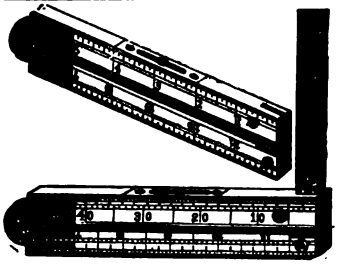


Satisfactory alike to Jobber, Retailer and Consumer. Liberal Protection and Honest Goods make a combination worthy of your notice.

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THE LUFKIN RULE CO. SAGINAW, MICH., U. S. A.

New York London, England Windsor, Canada

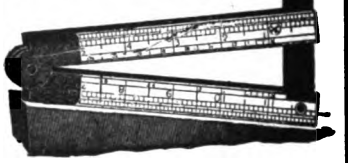


STEPHENS' PATENT COMBINATION RULE

Level, Square, Inclinometer, Brace Scale, Right Angle Triangle, Bevel, etc.

CUTS 1-4 SIZE

Price of Sample by Registered Mail, $2.00 Net



THE CHAPIN-STEPHENS CO.
UNION FACTORY
PINE MEADOW, CONN., U. S. A.

Manufacturers of Rules, Levels, Planes, Gauges, Hand Screws, Etc.



WHAT SHALL THE HARVEST BE BUT GREATER PROSPERITY

YOUNGSTOWN, OHIO
RELIANCE
WARRANTED
Trade Mark Registered
In the U. S. Patent Office

Now is the time to look around and discriminate—see where you can buy the finest goods at right prices and put your stock in best possible shape to attract good tool buyers.

Reliance Tools Are Particularly Distinctive

- Superior Construction.
- Finest and Most Uniform Temper.
- Beautifully Finished.
- Special Handles and otherwise attractive and desirable to fine tool buyers.



The Reliance Edge Tool Co.

Youngstown, Ohio

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OUR NEW

No. 100—A. FRAMING SQUARE

Has an octagon framing rule on back of body of square; also common framing rule on face. For particulars address

NICHOLLS MFG. CO., - - - - Ottumwa, Iowa

A New Standard Eclipse Level



No. 31 SOLID CHERRY
No. 32 THREE-PLY CHERRY
No. 33 SOLID MAHOGANY

Two Level Glasses. One Plumb Glass
Side Glasses may be reversed at any time; all easily adjustable
All Glasses in plain view from either side
Glasses marked with two indelible lines
Brass trimmings on both sides

THE BAKER-McMILLEN COMPANY, Proprietors of
AKRON SPIRIT LEVEL WORKS, AKRON, OHIO

SCREEN SPRINGS AND LIFTS



Now is the time to Stock Up before Fly Time

SEND FOR SAMPLE CARD AND PRICES

THE WALLACE BARNES CO., Spring Makers, Bristol, Conn.

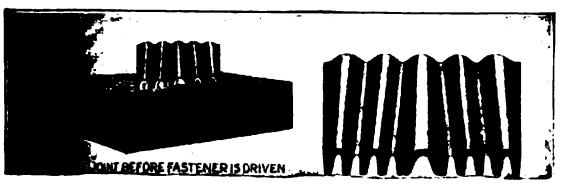


Fahrig Anti-Friction Metal

THE BEST BABBIT METAL ON THE MARKET

It will pay dealers to handle this high class product. Nothing else like it. Write for literature and prices.

FAHRIG METAL CO., 316 Hudson Street, New York



ACME SAW TOOTH

Corrugated Joint Fasteners, Either Parallel or Divergent Corrugation.

DRIVES EASILY—CUTS CLEAN

Put up in cartons of 1,000 each for shelf hardware trade.

SOLE MANUFACTURERS

ACME STEEL GOODS CO.
CHICAGO 28 Elm St., NEW YORK

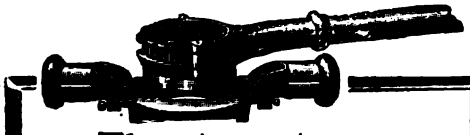
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TUCKS' TOOLS

(BEST IN THE WORLD)



TUCK MFG. CO., Brockton, Mass.



The Armstrong Ratchet Attachment

for genuine Armstrong Die Stocks for threading pipe in position, close to ceilings or walls n corners or ditches, fills the bill admirably.

Write for Catalogue and Dealer's Prices

THE ARMSTRONG MFG. CO.

291 Knowlton Street Bridgeport, Conn.

GENUINE BARNES PIPE CUTTERS

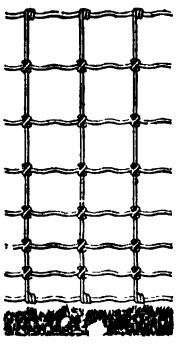
Kerosene Furnaces
Bicycle Wrenches

Hand and Foot Power Sawing Machines
Brass Tubular Steering Wheels for Yachts

MANUFACTURED BY

The Barnes Tool Company

NEW HAVEN, CONN., U. S. A.



SQUARE DEAL FENCE

FIELD, RABBIT, POULTRY

This is admitted by experts to be the highest type of wire fence. The wires can't slip—see detail illustration of lock.

Our wavy line strand wire affords a springiness ten times more effective than that afforded by short crimps or corrugations—it enables Square Deal Fence to recover completely from sudden excessive strains which would permanently injure a less elastic fence.

We also make **wire nails, staples, barbed wire and plain wire,** and make a specialty of shipping mixed carloads.

Let us mail you a sample lock for inspection, together with quotation on your requirements.

KEYSTONE STEEL & WIRE CO., . Peoria, Ill.



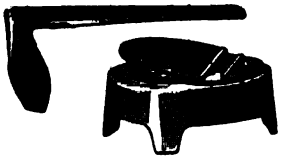
Square Deal Lock Front View

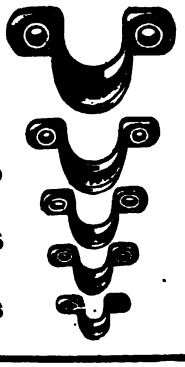


Square Deal Lock Sectional View Showing both strand and stay wire bent within the lock.









ORNAMENTAL PIPE STRAPS

The most perfectly cut and brightest tinned straps ever sold

Malleable and Wrought Hooks

Quality the best that can be made. Full line of Valves and plungers. Ask for samples, catalog and prices

BERGER BROS. CO., Manufacturers

251 and 257 Arch Street, PHILADELPHIA, PA.

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The Original Improved CYCLONE



For nearly Forty Years our Sowers have been Favorites with Farmers in This and Other Countries. They are Easy to Sell because the Demand is Already Made and Pay Good Profits.
Ask the Jobber about it or write us.

CYCLONE SEEDER CO.,

Est. 1868 **Urbana, Ind., U. S. A.**

London Office: 149 Queen Victoria St., London, E. C.

RIVETING MACHINE



Automatic Wire Straighteners and Cutters
Riveting Machines
Cotter Pin Machines
Buckle Tongue Machines
S Hook Machines
Cold Roll Swaging Machines
Staple Machines
Butt Milling Machines
Butt Drilling Machines
Sprue Cutters
Special Automatic Wire Forming Machinery

The F. B. Shuster Co.
Formerly John Adt & Son
New Haven. . . Conn.

BALDWIN CHAINS AND SPROCKETS

SPROCKETS and DRIVE CHAINS

For Automobiles and Machinery

Write us for price

Baldwin Chain and Mfg. Co.
183 Chandler St., Worcester, Mass.
Agents:
H. V. GREENWOOD, 166 Lake St., Chicago, Ill.
H. D. SIMMONS, 1717 Broadway, New York, N. Y.

STARRETT TOOLS

CATALOG No 18

THE L. S. STARRETT CO.
ATHOL, MASS.
U.S.A.
NEW YORK, CHICAGO, LONDON

A New Catalog

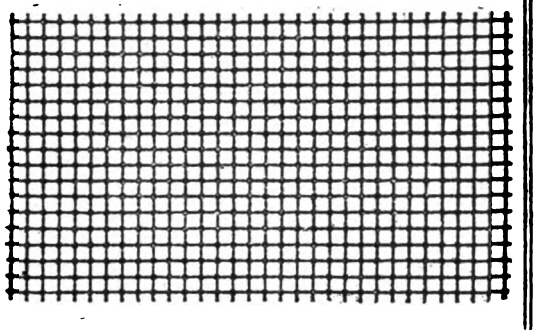
232 Pages. Over 300 Illustrations. Lots of New Tools

THIS is the newsiest, handsomest, most convenient and most complete tool catalogue ever issued. Arranged and printed for the special convenience of busy hardware dealers.

Ask for Catalog No. 18X

The L. S. STARRETT CO., Athol, Mass., U. S. A.

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"Galvanized Hex Nettings and Wire Cloth"

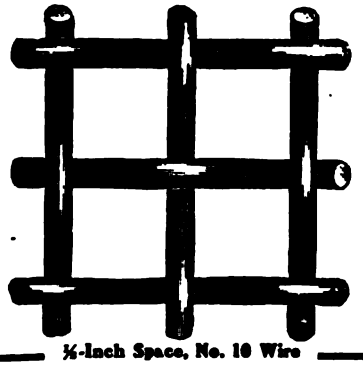
WIRE CLOTH, *all kinds*
Fly Screen Cloth, Painted, Galvanized or Bronze.

SCREENS,
Coal, Ore or Sand.

RIDDLES,
Hardware, Foundry and Coal.

Quality right, Prices right.
Write for them.

The Ludlow-Saylor Wire Co.
ST. LOUIS, MO., U. S. A.



½-Inch Space, No. 10 Wire

WIRE CLOTH

Largest Assortment. All Meshes. All Kinds. Steel, Galvanized and other materials. Write us—Get our No. 5-E Catalogue.

Artistic METAL WORK
WIREWORK.

BUFFALO WIRE WORKS COMPANY
BUFFALO, N. Y.

The Old Reliable—Always Satisfactory

JERSEY

Poultry Netting
Farm and Lawn Fencing
Window Screen Wire Cloth
Coal Screens

All kinds of Wire Cloth—From all kinds of wire

THE NEW JERSEY WIRE CLOTH COMPANY
TRENTON, N. J.

ROBERTSON "HORSESHOE MAGNET" HAMMERS
(Trade Mark)



TRADE MARK

Every hammer stamped with name and trade mark

For BILL POSTERS, TRAVELING ADVERTISERS, UNDERTAKERS, UPHOLSTERERS, PAPER-HANGERS, Etc. Also Tack Hammer size for household and general use. Forged from fine steel, warranted strong, permanent magnets.

Illustrated price list mailed on request.

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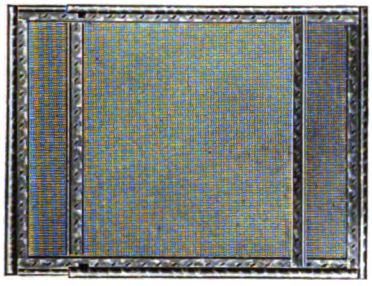
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WRIGHT WIRE COMPANY

WORCESTER, MASS.

Wire Cloth, Poultry Netting, Staples, Wire Picture Cord and Other Wire Goods *Wire Clothes Lines*



FLY FIRE Proof

Proof Against Disease Germs
Rust Proof :: Weather Proof
DURABLE AND PRACTICAL
Ask Your Jobbers

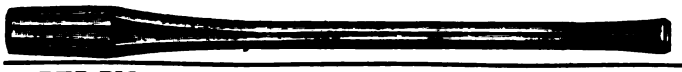
THE METALLIC SCREEN COMPANY
COLLINS, WISCONSIN

Hartwell Bros.



CHICAGO HEIGHTS, ILL.

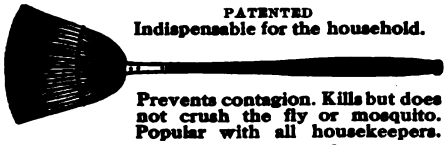
Manufacture the **Celebrated "Chieftain" and "Axeman's Pride" Axe Handles.**



Also a Full Line of Hickory Handles. Ask your Jobber.

THE BIGELOW WIRE FLY KILLER

PATENTED
Indispensable for the household.



Prevents contagion. Kills but does not crush the fly or mosquito. Popular with all housekeepers.

J. F. BIGELOW, Manufacturer
Worcester, Mass.

Sold by the hardware trade. Send for prices.

SANITARY WIRE SINK BRUSH
Will not rust.



Non-absorbent. No disease germ can adhere to the brush

NEW YORK AGENTS:
WILSON BROS., 107 Chambers St., N. Y.



Display Holder

Spring Steel Stock and Poultry Fence



Made of High Carbon Spring Wire. Suitable for all purposes. Farm Gates and Fence Stretchers.
SPRING STEEL FENCE & WIRE CO., ANDERSON, IND.





SUPERIOR

FLOOR SPRING HINGES AND DOOR HOLDERS

Best and Neatest Yet

Order from your Jobber. If he hasn't them, write us, but take no substitute

79 Reade Street, New York
SUPERIOR SPRING HINGE CO.
123 South Clinton St., Chicago, Ill.
322 E. Third St., Los Angeles, Cal.



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ICE

The Real Thing

CINCINNATI CHAIN TONGS

Made of FILE STEEL. Most durable on the market.

PRICES RIGHT. PROFIT GOOD.

We make all kinds of Ice Tools

E. G. SCHUTTE & CO., 230 Stark Street CINCINNATI, OHIO



The up-to-date Hardware Dealers sell the Original

MATCHLESS

Floor Hinge, Jamb Hinges and Hardware Specialties

If you cannot procure of your jobbers, write us



Lawson Mfg. Co., 40 DEARBORN ST. CHICAGO, ILL. *Ask for our new Catalogue No. 27*



Plus OR Minus

WHICH?

Are you adding to or subtracting from your bank account? Are you getting ahead?

If you've room for more dollars in your till let

"3 In One"

fill it. It can do it. Remember there's 50 per cent. profit on small sizes and 100 per cent. profit on large sizes, and quick repeat sales follow invariably because it is the best lubricant to clean, polish and prevent rust.

Ask your jobber for particulars.

G. W. COLE COMPANY

42 Broadway, New York City Manufacturers

Sold by all Jobbers

Time and Money Maker

OUR FOLDING AND ADJUSTABLE HANDLE DRAW KNIFE

A time-saver and money-maker for both dealer and user. Requires *less time to sell,* as its admirable points speak for themselves.



Saves the user's time, because *it will adjust to any position,* making itself *adaptable to the most awkward places.* Handles absolutely rigid when set. Made in 6 in., 7 in., 8 in., 9 in and 10 in. lengths.

STRONG INDUCEMENTS TO THE TRADE

Best Cast Steel
Handy and Compact

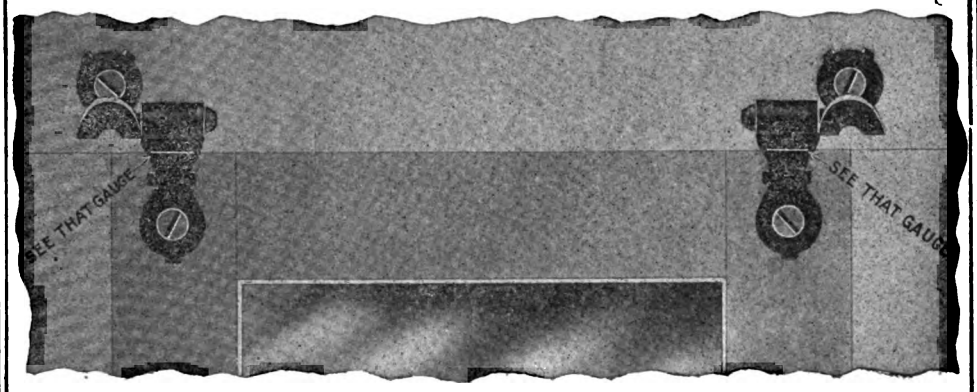
Write for Prices and Discounts.

A. J. WILKINSON & CO.

180-188 Washington Street, Boston, Mass.

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Watrous No. 17 Storm Sash Hanger

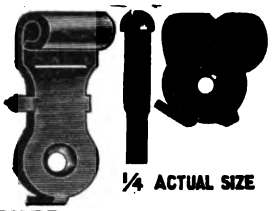


Saves more than its cost in time and labor.

Easy to locate, the gauge shows just where the edge of the wood ought to come, and makes mistakes impossible.

Points set in with a hammer, leaving both hands free to set in the screws.

The points hold better than screws; they don't let the hinge give and work loose.



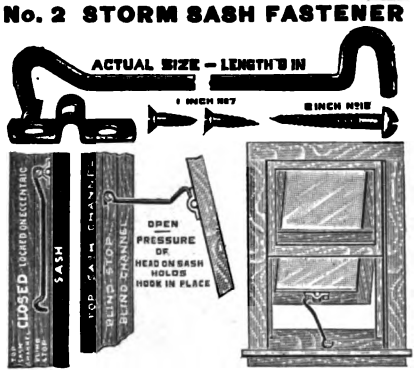
¼ ACTUAL SIZE

Only four screws to set instead of twelve.

Every part japanned, even the screws; no rusty streaks down the casing.

Mounted sales model free with order of three dozen or more. Order from your jobber.

No. 2 STORM SASH FASTENER



Locks on eccentric, draws sash tight and holds it fast.

When sash is opened for ventilation the rod slides out over the screw and locks automatically at the end.

No danger of sash being blown off in hands of children or careless servants.

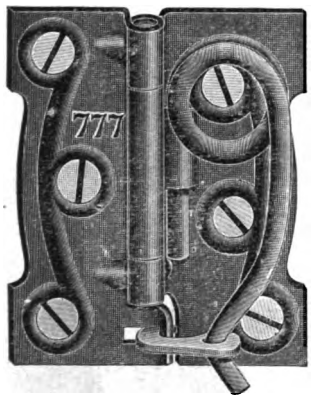
Simple and easy to put on.

It cannot rattle.



Steel Door Buttons, Screen Door Catches, Screen Window Catches, Etc.

E. L. WATROUS MFG. CO., DES MOINES IOWA



THE

Genuine 777 Screen Door Hinge

Manufactured by

THE SHELBY SPRING HINGE CO.

SHELBY, OHIO

The 20th Century Mail Box



Used for free delivery in CITIES ONLY.

Inside dimensions 10 x 5¼ x 2¾ inches.

Order by NAME from YOUR JOBBER.

W. F. HEISE MFG. CO.
66 Union Park Court
CHICAGO, - ILL.

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CHICAGO SPRING BUTTS

TRADE CSB CO MARK

DURABILITY

A PRODUCT OF RECOGNIZED SUPERIORITY

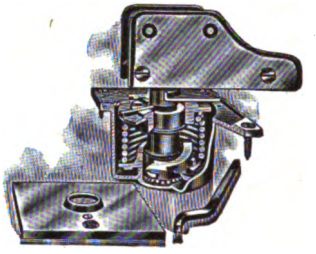
EFFICIENCY



TRIPLE-END SPRING BUTT



CHICAGO SPRING BUTT



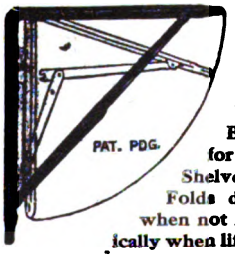
CHICAGO FLOOR HINGE

TRADE C&B CO MARK

Chicago Spring Butt Company

CHICAGO CATALOGUE ON REQUEST NEW YORK

TRADE C&B CO MARK



GRIFFIN'S FOLDING BRACKET

Best and only Bracket for Folding or Swinging Shelves.

Folds down against the wall when not in use. Locks automatically when lifted up.

Griffin's Pressed Steel Shelf Brackets

(PATENTED.)

Are the strongest, best finished and best selling goods on the market.



Strap, T and Butt Hinges

THE GRIFFIN MFG. CO.

ERIE, PENNSYLVANIA

STANLEY'S STEEL CORRUGATED STRAP and T HINGES



LEADERS IN THEIR LINE

For Sale by All Jobbers

Send for "Autobiography of a Yankee Hinge." Mailed Free

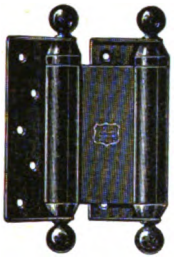
THE STANLEY WORKS

79 Chambers St., New York

NEW BRITAIN, CONN.

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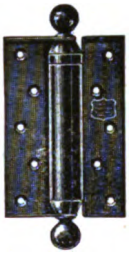
BOMMER
SPRING HINGES
ARE QUALITY GOODS



Durable
Neat
Efficient
Reliable



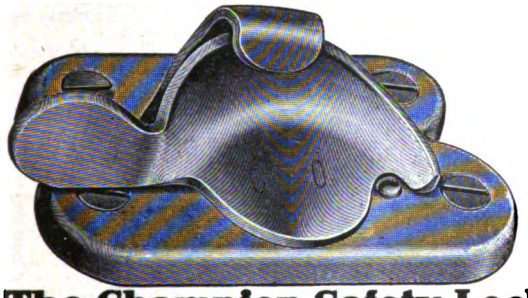
The
Springs
never
go lame



Spring Hinges load the strenuous life in Builders' Hardware; no other article in the entire line endures such wear and tear; therefore don't err in judgment, use Bommer Spring Hinges, they stand up to their work.

Bommer Brothers, Manufacturers, Brooklyn, N. Y.

MONITOR SASH LOCKS

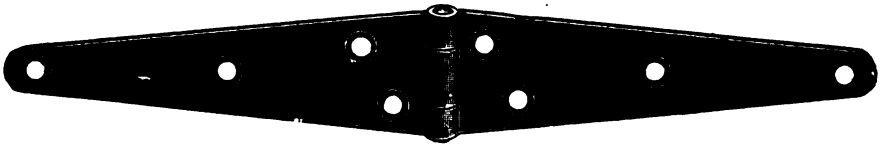


NEVER BREAK
TRADE-MARK

Your customer wants them, and You sell them, because they are the best

"A man often pays dear for a small frugality"

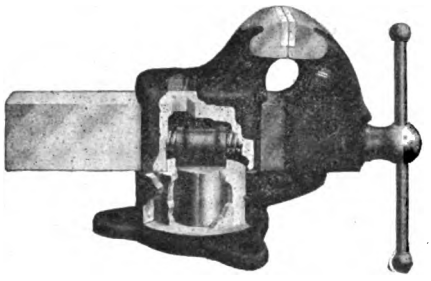
The Champion Safety Lock Co. - Geneva, Ohio



We manufacture and carry in stock at all times a complete line of STRAP and "T" HINGES, HINGE HASPS, HASPS, HOOKS and STAPLES, STAPLES Etc. Our prices will interest you.

NATIONAL MANUFACTURING CO., Sterling, Ill.

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NOTE ITS SIMPLICITY

Automatic Swivel

Locks automatically by tightening the jaws

SAVES 20 PER CENT. VISE LABOR

Send for Catalogue

ROCK ISLAND TOOL CO. ROCK ISLAND, ILLINOIS, U.S.A.

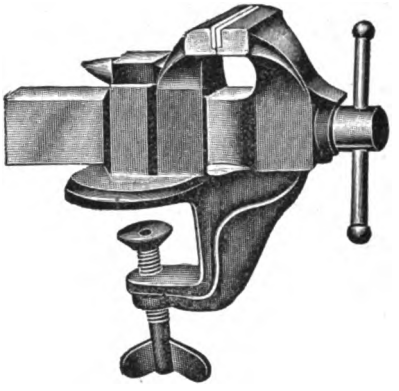
ROCK ISLAND

NEW YORK 136 LIBERTY ST. CHICAGO 116 LAKE ST.

DENVER, 208 McPHEE BUILDING

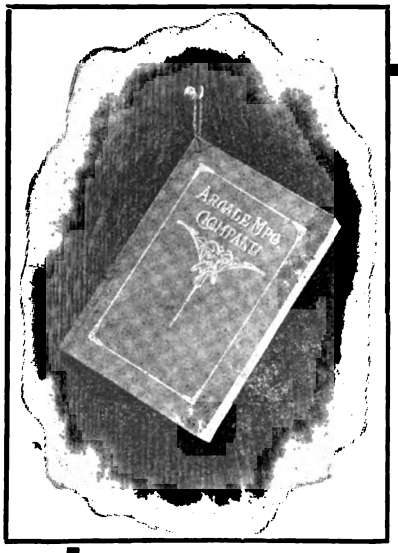
"Jersey Vises"

A complete line of High Grade Amateur Vises, both Steel and Iron Jaws. We have a Vise proposition for live Tool Dealers. Better send for it.



LEAVENS MFG. CO.

Vineland, N. J.



Our New Catalog

Contains within its 250 pages over 400 articles, every one of which is of interest to the progressive merchant.

It is worth a postage stamp to know that you are posted on the newest things and are getting the lowest prices.

Write to-day for this catalog.

Arcade Mfg. Co.

FREEPORT, ILLINOIS

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"'Way Ahead"



Of the grindstone or any other apparatus for sharpening table or kitchen cutlery or edge tools of every kind are our

HAND AND FOOT POWER

Grinders AND Tool Sharpeners

Four sizes. Needed in every home—every day in the year.
Every grinder guaranteed.
Be sure; Get our catalogue with Discounts to the trade—to-day.

ROYAL MANUFACTURING CO.
268 E. Walnut St., Lancaster, Pa., U. S. A.

New York, 176 Fulton St., Herbert Perner & Co., Mgrs.
Chicago, 113-115 Michigan St., E. C. Curtis & Son, Mgrs.

The demand is for

BISSELL'S

"When you have created a demand for your product, I will buy it, not before; I have neither time nor inclination to push a commodity that is little known, that has not established a reputation for itself, and for which there is no demand. DEALER."

The foregoing expresses sound judgment, and voices the sentiment of the best and most discriminating buyers to-day. The day is passed when goods can be sold by simply making broad claims for them, claims that are not supported by mechanical merit, reputation or actual demand.

Who doubts that the demand to-day is for the Bissell Sweeper? In every country on the globe where carpets and rugs are used, the Bissell is the recognized leader, and being sold under a sound policy of price maintenance, always pays the dealer a good profit.

Write for our Spring Offer.

Bissell Carpet Sweeper Company

Grand Rapids, Michigan

(Largest and only exclusive manufacturers of carpet sweepers in the world.)

Hardware and Implement Dealers



BE READY

to meet the demand which we are creating for THE

Illinois Dairy Separator

¶ We have just awarded a contract to the *largest advertising agency in the world* for an advertising campaign. To start at once.

This will aggregate many thousand dollars. Bound to bring results to live dealers.

Supreme Among Dairy Separators

Among its Advantages are

Complete Separation — Ease of Cleaning
Ease of Operation — Great Durability
Improved Safety Clutch — Low Down Supply Can
Involute Turbine Disc

BACKED BY OUR GUARANTEE

¶ Because it is made much heavier than any other machine of its kind, has simplest and most highly perfected speed mechanism and built to last from 18 to 30 years.

Write for Catalogue and Prices.

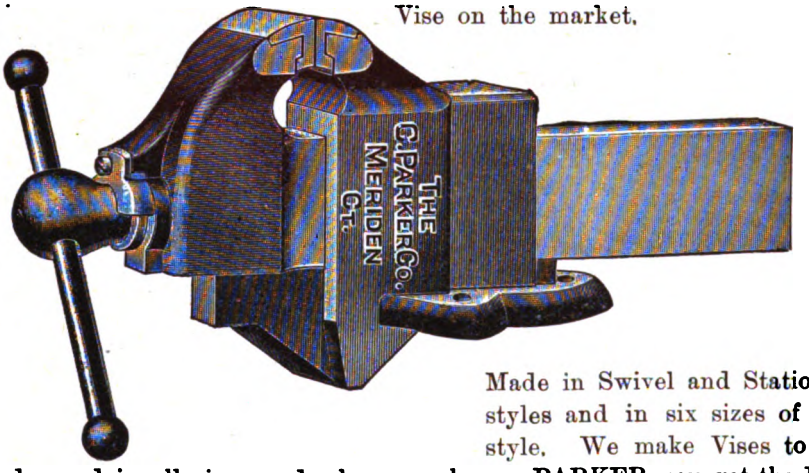
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

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THE BEST AND LATEST IN VISES

The Parker Reinforced Slide

Solid Steel Bar running entire length of slide, making it the strongest Vise on the market.



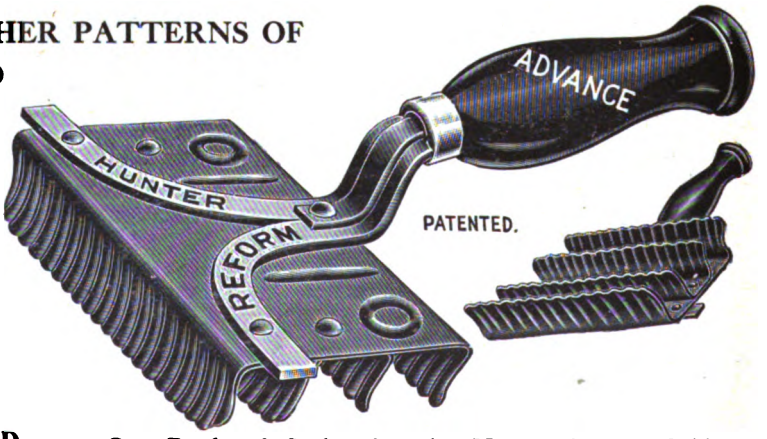
Made in Swivel and Stationary styles and in six sizes of each style. We make Vises to suit all trades and in all sizes, and when you buy a PARKER you get the BEST.

THE CHARLES PARKER COMPANY

N. Y. Salesroom, 32 Warren St. Factories, Meriden, Conn.

The "Hunter" Reform Comb

AND 78 OTHER PATTERNS OF STANDARD HIGH GRADE CURRY COMBS



BEST { STEEL FINISH PACKED SELLING PROFITS

Our Book of Styles for the Name of Your Jobber. Get the Genuine

ADVANCE "PERFECT"

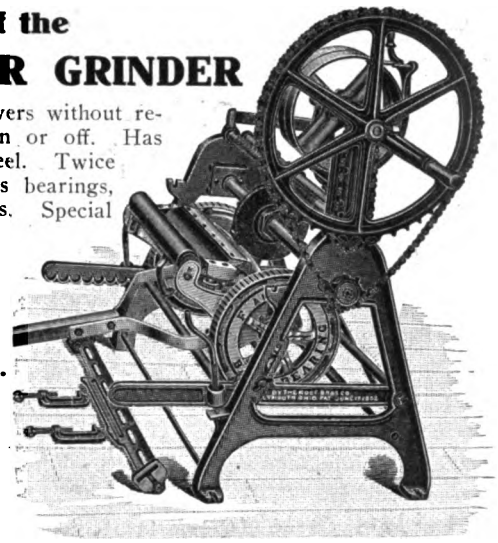
TAKE NO OTHER.

Advance Manufacturing Co., Box 4, Racine, Wis.

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The 1908 Model of the

IDEAL LAWN MOWER GRINDER



Will grind either right or left-hand mowers without removing ratchets or wheels, with handle on or off. Has 6-inch genuine carborundum grinding wheel. Twice as easy running as any other. Has brass bearings, automatic stop feed, and no slipping belts. Special shafts used, and tested perfectly true. We are the originators of Lawn Mower Grinders, and five years' experience has shown us how to make them perfect. Others imitate as near as they dare.

Send for circular describing our *new* method of grinding lawn mowers. Satisfaction guaranteed.

THE ROOT BROS. CO.,
PLYMOUTH, O.

CAPACITY

And every other desirable feature characterizes each Clayton & Lambert Fire Pot or Torch. There is capacity for intense heat at half the usual expenditure of fuel; capacity for quick adjustment to a greater variety of uses than in any other furnace or torch. Every detail of development, material and construction, has had long and careful study and is backed by over twenty years' successful experience as manufacturers. We know your requirements and how to fill them. Thousands everywhere endorse the C. & L line. Send for our booklet.



No. 1 FIRE POT
$4.00 Net

Jobbers supply at factory price, or we will ship direct if cash accompanies the order.

Clayton & Lambert Mfg. Co., Detroit, Mich. U. S. A.

Wood Mantels

FOR EVERYBODY

But we sell them to

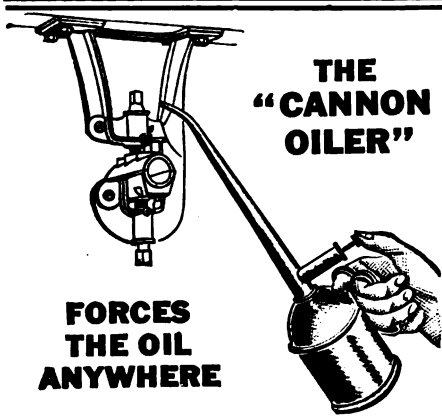
DEALERS ONLY

18 years experience in making the most complete and up-to-date mantels.

Write for free catalogue.

***The* IRONTON WOOD MANTEL CO.**

IRONTON, OHIO



THE "CANNON OILER"

FORCES THE OIL ANYWHERE

It's a Fierce Pump

That is why it never fails to work. The spou cannot clog as it is always full of oil. Yo press the plunger—That's all!

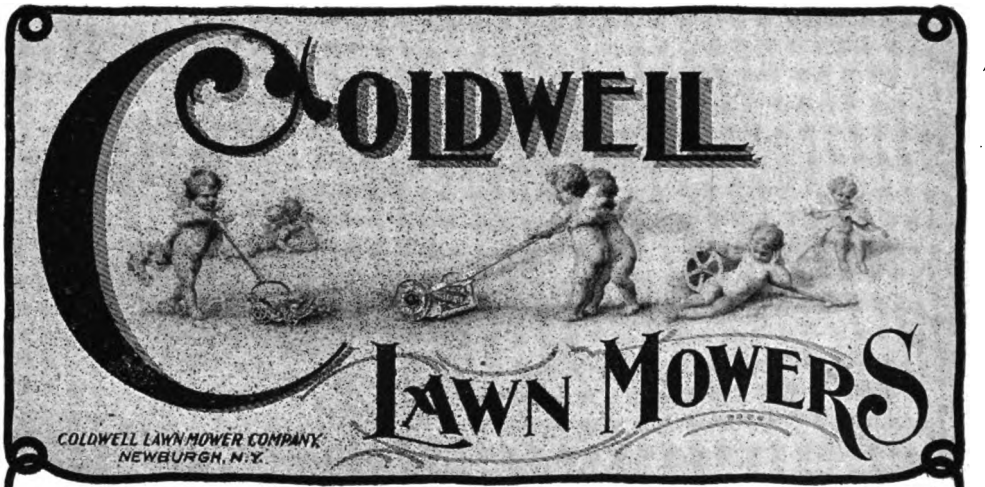
Needed by every user of farm implement traction engines, gasoline engines, automobile and all kinds of machinery. That is what make it a good thing to sell.

Made in 4 sizes.

Sold by Hardware Jobbers. Manufactured b

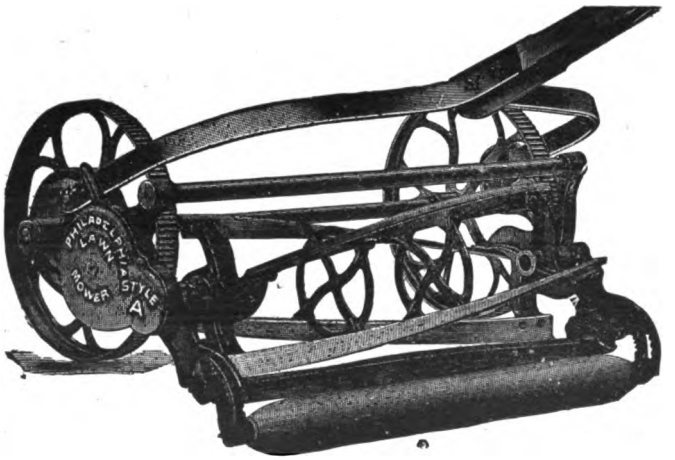
R. E. BLOOMER, Kelthsburg, Ill

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Coldwell Lawn Mowers are used on the Links of more than four hundred Golf Clubs in the United States. They are used exclusively on the Parks of Greater New York, Chicago, Buffalo and other leading cities. They were used exclusively both at the Paris Exposition and the Pan-American Exposition. Every machine sold is positively guaranteed to the purchaser. Send for illustrated catalogue showing full line-hand, Horse and motor power.

Genuine Philadelphia Lawn Mowers



STYLE "A" ALL STEEL MOWER

MANUFACTURED ONLY BY :: :: **THE PHILADELPHIA LAWN MOWER CO.**

3101-3109 Chestnut Street, Philadelphia, Pa., U. S. A.

LONDON WAREHOUSE	NEW YORK SALESROOM	H. E. STURTEVANT
14-16 Scrutton St., Finsbury, E. C.	18 Warren Street	Metropolitan Agent

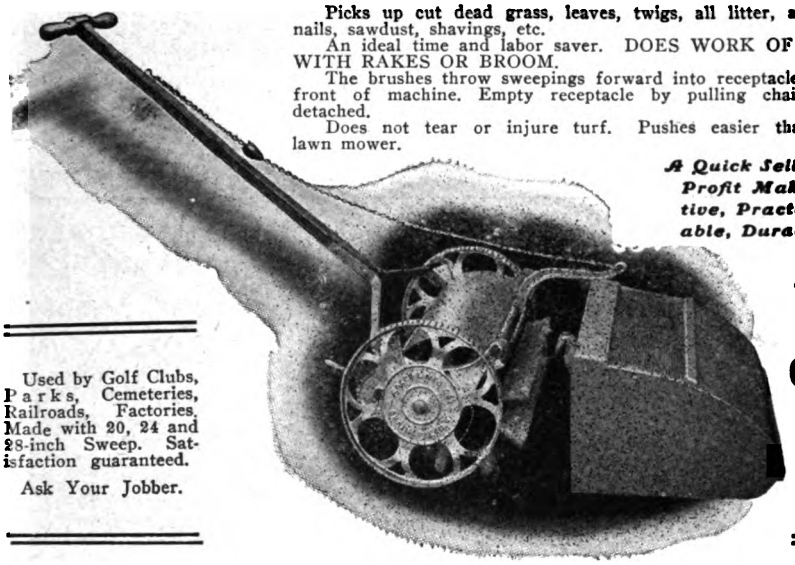
CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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The Apollo Sweeper

THE NEWEST THING OUT, AND IT DOES THE WORK EASILY, QUICKLY AND THOROUGHLY

A Practical Sweeper for Lawns, Golf Greens, Walks, Large Floor Spaces



Picks up cut dead grass, leaves, twigs, all litter, also dirt, waste, nails, sawdust, shavings, etc.

An ideal time and labor saver. DOES WORK OF THREE MEN WITH RAKES OR BROOM.

The brushes throw sweepings forward into receptacle that hangs on front of machine. Empty receptacle by pulling chain or instantly detached.

Does not tear or injure turf. Pushes easier than the average lawn mower.

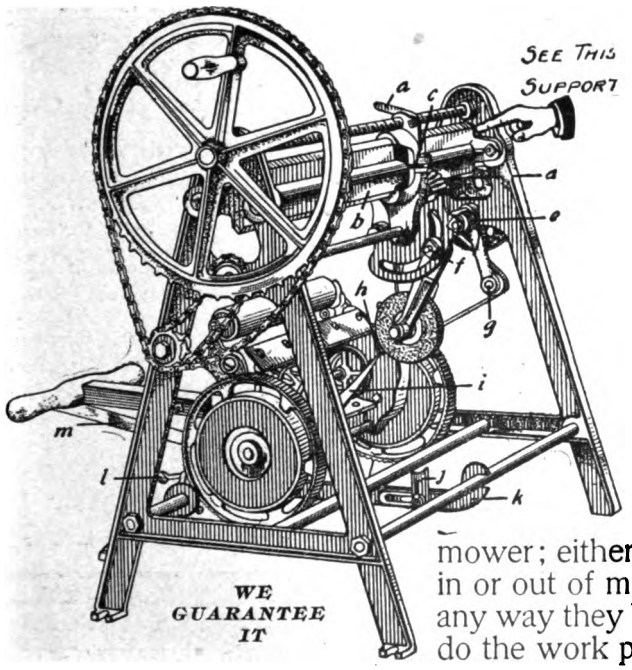
A Quick Seller. A Good Profit Maker. Attractive, Practical, Serviceable, Durable.

Used by Golf Clubs, Parks, Cemeteries, Railroads, Factories. Made with 20, 24 and 28-inch Sweep. Satisfaction guaranteed.

Ask Your Jobber.

The Greene Mfg. Co.

SPRINGFIELD OHIO



NEW MODEL

Peoria Lawn Mower Grinder

Note the heavy cast support milled on both edges. Absolutely true and parallel. Carries the head as true as the ways of a lathe.

No cold rolled shafting to spring or be out of alignment.

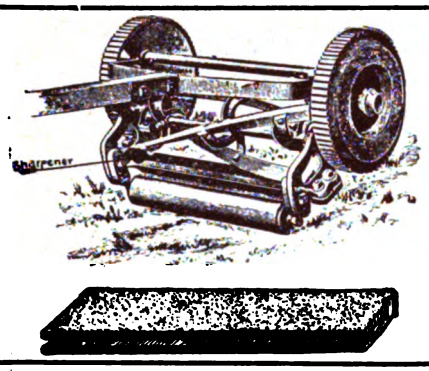
Will grind any reel mower; either right or left hand, reel in or out of mower, handle on or off, any way they happen to come in, and do the work perfectly.

Be sure and ask your Jobber first. If he can't supply you, write us.

PEORIA LAWN MOWER GRINDER CO.

521 South Washington St., PEORIA, ILL.

Digitized by Google



=EUREKA=
LAWN MOWER SHARPENER

Guaranteed.

BIG SELLER! GOOD PROFIT!

Instantly attached. Does the work better than any other method.

Retails for 25 Cents!

Detroit, October 30, 1906.

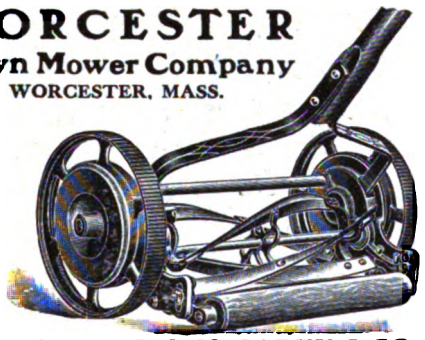
The Eureka Lawn Mower Sharpener Co.

Gentlemen: We find the Eureka Lawn Mower Sharpener an article well worth recommending, having sold 75 dozen last season. HENRY C. WEBER.

EUREKA SHARPENER CO., - DETROIT, MICHIGAN

WORCESTER
Lawn Mower Company
WORCESTER, MASS.

Quality Guaranteed



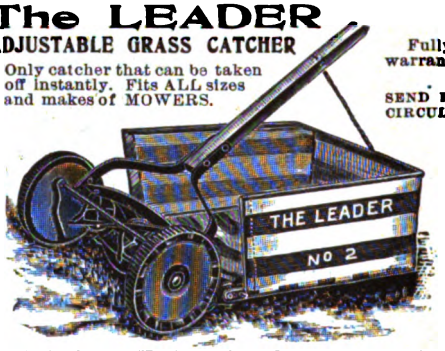
Selling Agents, J. C. McCARTY & CO.
12 Murray Street, New York, N. Y.

The LEADER
ADJUSTABLE GRASS CATCHER

Only catcher that can be taken off instantly. Fits ALL sizes and makes of MOWERS.

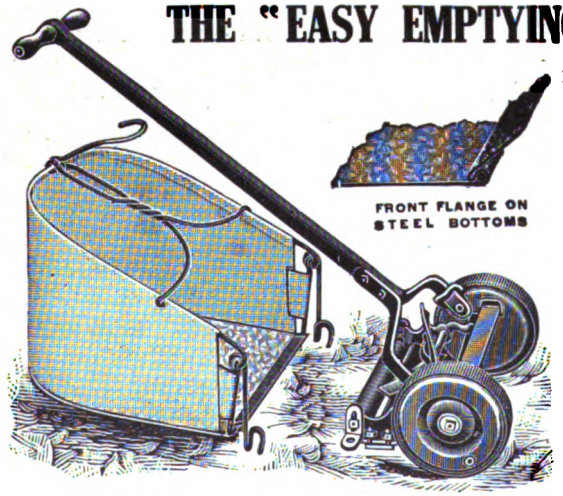
Fully warranted

SEND FOR CIRCULAR



CARL HASSERIES Central and Woodlawn Avenues **CLEVELAND, OHIO**

THE "EASY EMPTYING" GRASS CATCHER



New Styles No. 9, 10G, 11 and 12G

MPROVED IRON HANDLE
LIFT IT OFF TO EMPTY

Have either Duck or Galvanized Steel Bottoms, Round Back, Heavy Duck Sides. Has our New Improved Eye Brackets for attaching to mower, also Improved Hook, which is permanently attached to catcher and hooks over handle of mower. Catcher is attached and detached instantly with one hand.

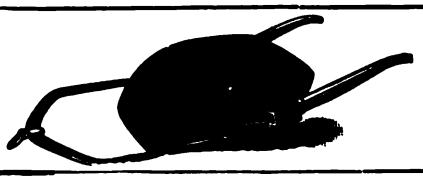
Sold Through Hardware Jobbers

MANUFACTURED BY

THE SPECIALTY MFG. CO.

ST. ANTHONY PARK, MINNESOTA, U. S. A.

Made in Two Sizes, Which Fit Perfectly any Size or Make of Lawn Mower.



Give Them Cold Steel

Trays made from single sheets heavy annealed steel pressed "cold," lapped and riveted at corners. Giving greatest strength and wear at corners where it is needed. Hot pressed trays are thinnest at the corners. Handles that don't break or work loose.

Syracuse Chilled Plow Co., Syracuse, N.Y., U.S.A.

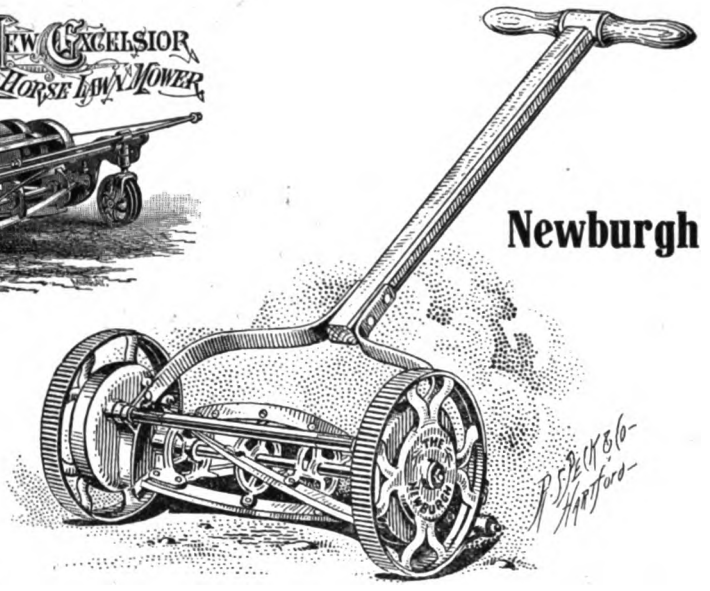
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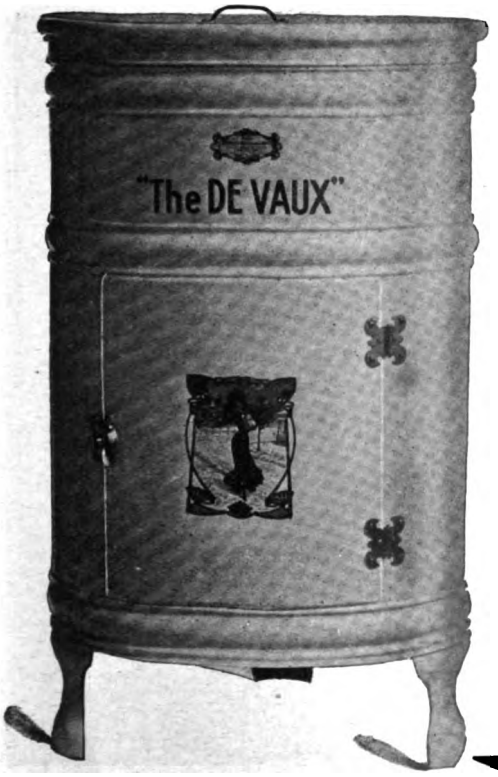
Newburgh

Our Catalogue for 1908 now ready. Write us for prices.



Chadborn & Coldwell Mfg. Company

NEWBURGH, NEW YORK



Have You Seen Us?

Cylindrical in shape. Made entirely of galvanized steel. Casing or sides being made of two sheets of galvanized steel one inch apart, lined with linofelt, making a perfect dead air space.

Ice chamber and revolving shelves detachable and easily removed for cleansing, leaving nothing but smooth walls, which can be easily cleansed. **Far Superior to a Wood Refrigerator,** as there is nothing to swell, warp or shrink; it will not rust or corrode, nor will it absorb, exude or retain any foreign matter.

De Vaux Sanitary Metallic Refrigerators

THE ACME OF PERFECTION. Saves 25 per cent. of the ice in cooling the air. No corners to accumulate germs or waste matter, no reaching over dishes or daubing the sleeves into the food or knocking things over trying to reach dishes at the back. *Simply turn the shelf as it revolves,* and the article or space is in front of you. Separate chamber for the Green Vegetables, Berries, Fruit and the like (which do not require so low a temperature as other foods), thus eliminating all possibility of taste, odor or any unsanitary conditions that exist in wooden refrigerators.

Finished in imitation oak, white enamel inside. Locks and hinges of solid brass, polished.

Send for Catalogue.

Homo Metallic Refrigerator Co.

ALBERT LEA, MINN.

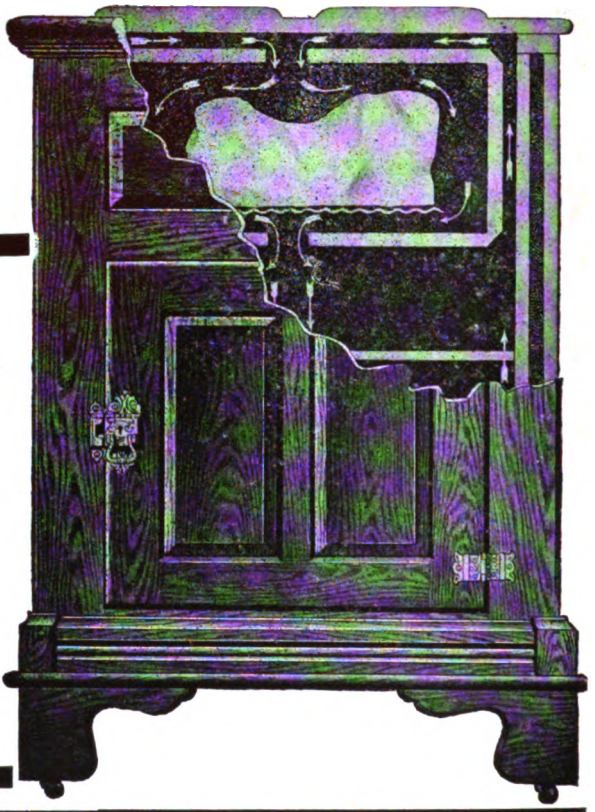
OR

New York House Furnishing Goods Co., 93 Reade St., N. Y.
Farwell, Ozmun, Kirk & Co., St. Paul, Minn.
John A. Dunn Co., St. Anthony Park, St. Paul, Minn.
The Brown-Hurley Hardware Co., Des Moines, Iowa.

DISTRIBUTORS

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IT IS A PLEASURE



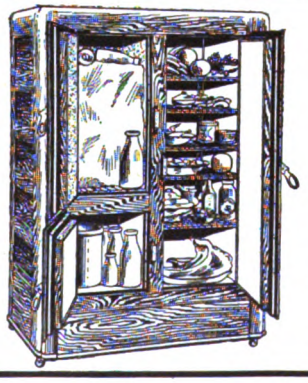
To sell Alaska Refrigerators. It is also a pleasure to use them. There are over 300,000 people deriving pleasure from the use of Alaska Refrigerators every day. One SATISFIED CUSTOMER is better than any number of dissatisfied ones. Give your Refrigerator customers satisfaction by selling them an Alaska. They will bring you more trade. Ask for catalogues and prices.

THE ALASKA Refrigerator Co.

Exclusive Refrigerator Manufacturers

MUSKEGON, MICHIGAN

New York Office:
35 Warren St., New York City
L. E. MOON, Manager



WHAT'S THE USE

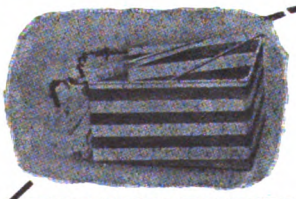
selling cheap refrigerators at small profit when your customers *prefer* to pay you twice as much for the

LEONARD CLEANABLE

"Made in Grand Rapids." That's why they want it. Round corners; polished oak; nickel trim; nine walls; porcelain lined. People read about them in the magazines. We sell only through the trade and help our dealers with advertising matter.

Write for Catalogue and the Agency.

G. R. REFRIGERATOR CO., 21 MARKET STREET, GRAND RAPIDS, MICH.



THE "E-Z" Grass Catcher

THE SUPERIORITY of our make over other *so-called* Grass Catchers consists, first of a universal attachment made of malleable iron that fastens on the yoke of the mower and is so arranged that it is possible to attach it to any mower no matter what the diameter of the drive wheel. Side frame can be lengthened or shortened by means of set screw and clamp. **Guaranteed to fit perfectly** all styles and makes of lawn mowers.

Write us for particulars.

EXCELSIOR IMPLEMENT CO., Troy, N. Y.

A NECESSITY



To the Hardware Dealer nowadays is a complete line of small drinking water and kitchen Filters. The *LYNN* is known, advertised and used all over this country. Possibly a little high in price, but a great deal higher in quality, and workmanship, than any on the market to-day. Each Filter boxed separately to fit the shelves of your store. All polished brass fittings. Make a handsome appearance and are sellers on sight. Write for our latest discounts. Liberal offer to dealers.

The Lynn Filter Mfg. Co. Cincinnati Ohio

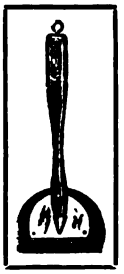
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Spring-In Handle Pot Cover

THE KIND YOU DON'T HAVE TO HAMMER



The tinned spring steel handles spring into recesses in cover. SAVES TIME and you know that MEANS MONEY. Put out in our Cabinets with numbered shelves. Two sizes.



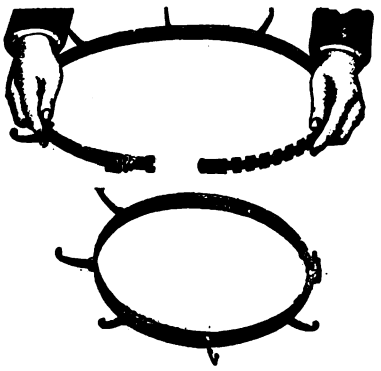
KITCHEN KUMFORT PLATE SCRAPER

for removing grease and refuse from plates and dishes before washing. The rubber scraper will not scratch the finest china. An article that sells itself from attractive display card.

If you don't know about these goods write us now.

LASHER MFG. CO., Davenport, Iowa

EXCLUSIVE MAKERS



Style No. 2 has 4 Hooks and 3 Arms.

"HAYNES" TOWEL HANGER

utilizes the heat from boiler to dry towels, etc. Neat, unbreakable, adjustable to fit any size boiler. Spring tightener keeps it fast. Anybody can attach it. Made of steel, heavily tinned. A household article that appeals to womankind everywhere. Liberal discounts. Write for descriptive circular.

CHARLES M. HAYNES
284 Washington Street, Newark, N. J.

Also Manufacturer of Other Specialties.





ROLLMAN CHOPPER

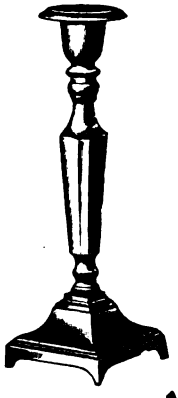
75¢ ~ $1.00 ~ $1.50

The Best at the Price.
Sample to dealers at wholesale price.
Express prepaid. Catalogue free.

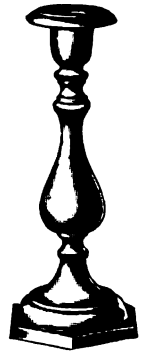
ROLLMAN MFG. CO. MT. JOY, PA.

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Correct Reproductions of Colonial Drawer Handles
Brass Colonial Candle Sticks in Seventy Designs







AMERICAN RING CO.

WATERBURY, CONN.

Manufacturers of

Furniture Trimmings — **Bath Room Accessories**
Brass Upholstery Trimmings — **Brass Upholstery Nails**

BRANCH OFFICES:

New York, 1 Hudson St. Boston, 170 Summer St. Chicago, 508 Heyworth Bldg. San Francisco, 268 Market St.



STOP THAT LEAK

TRADE MARK
Solderene
Patented Feb. 18, 1908.

MENDS LEAKY PANS,
BROKEN HANDLES
PORCELAIN WARE, Etc., Etc.

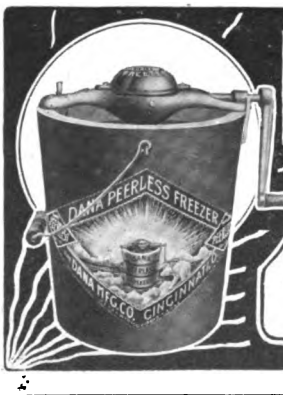
and a Candle are all you need to make a permanent repair.

EASY TO USE

Full Directions with Each Stick — For Sale Everywhere

Dept. K. PRICE, TEN CENTS. DISCOUNT TO THE TRADE

SOLDERENE COMPANY, 53 State Street, Boston, Mass.



DANA .. Peerless Freezer



The standard freezer of quality

Compare workmanship, castings, tinning with any other freezer. Ask any woman if it isn't easier to make ice cream in the Dana Peerless —if it doesn't take less time, less ice. Best advertised freezer.

Ask your jobber

THE DANA MFG. CO., Cincinnati, O.; 21 Murray St., N. Y.



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Aquaria and Aquarium

FOUNDATIONS



Plate 6.

Catalogue of Various Designs on Application

SETTEES, CHAIRS, Etc.



Plate 36D.

Catalogue on Application, in which will be found a great Variety of Settees, Etc.

The J. L. Mott Iron Works

Fifth Ave. and 17th St., NEW YORK



The **White Mop Wringer** tho much imitated, is **never equaled.** It wrings the mop **so dry** with such **perfect ease!**

ASK FOR CATALOG

WHITE MOP WRINGER CO.

FULTONVILLE, NEW YORK

This Trade Mark

Guarantees Satisfaction.



Freezes two flavors of Ice Cream or an Ice or Sherbet and Ice Cream at one and the same time, in one freezer—Something entirely new—never done before.

"THE OLD FAVORITES"

THEY ARE
- Well Advertised
- In Demand
- Easily Sold,
- Satisfactory in Use
- Of Known Reputation

THEY EXCEL IN
- Easy Running
- Quick Freezing
- Economy
- Convenience
- Practical Results



"AMERICAN TWIN"



"LIGHTNING"



"GEM"



"BLIZZARD"

Sold by leading jobbers

Catalog sent free

THE BEST ICE CREAM FREEZERS in practical use, because convenient, compact in size, use smallest amount of ice and salt, run easily, freeze quickly, produce smoothly frozen creams or desserts with little bother and less work.

North Bros. Mfg. Co., Philadelphia

Digitized by Google



The White Washer

The Greatest of all Momentum Washers

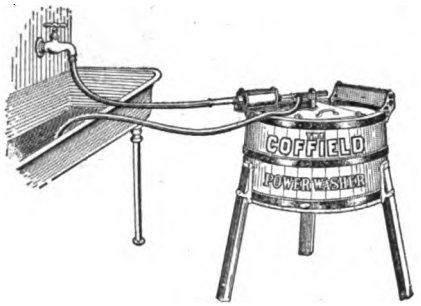
A Few Points:

DOUBLE BALL BEARING FLY WHEEL UNDER THE TUB: HIGHEST SPEED: EASIEST RUNNING: QUICKER REVERSE: FOOT POWER ATTACHMENT: TUB OPENS WHEN MACHINE IS IN FULL MOTION: FIVE YEARS' GUARANTEE: AND NUMEROUS OTHER POINTS. SOLD TO ONLY ONE DEALER IN EACH TOWN.

Get Busy--Write To-day

WHITE LILY MFG. COMPANY

DAVENPORT - - IOWA



The Coffield Power Washing Machine

¶ Strictly a self-working washer, operated by the City water pressure and something the people want. ¶ The Motor is made of brass throughout and will not rust. It is simple and strong—never gets out of order and will last a lifetime. ¶ The tub is built from a selected grade of Louisiana cypress, the best material obtainable for the purpose; filled and varnished in a natural finish. The entire construction is such as to make this the most durable and sanitary Washer on the market. ¶ DON'T MISTAKE THE NAME. The "COFFIELD" is the BEST Motor Washer on the market—and the one you want to handle. A good machine—a good profit to you, Mr. Dealer—and money's worth for your customer. That is our combination.

WRITE US TO-DAY FOR DESCRIPTIVE CATALOG AND PRICES. YOU WILL BE INTERESTED.

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No. 27
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National Boss Rotary



The New Improved Standard Champion



1904 Automatic

Have stood the tests for over 15 years, and still conceded to be the only Washers constructed on the true principle of washing clothes. The clothes being placed between two rub-boards.

They sell readily and at good profits.

They have less competitors than any other style of Washer.

Our label on each machine stands for quality—**look for it.**

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We advertise to the consumer for the benefit of the dealer, therefore each dealer should carry the "BOSS" in stock to supply the wants of his customers.

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Standard Perfection

The BOSS WASHING MACHINE CO.

CINCINNATI, OHIO.



Cincinnati Square Western

SIMPLICITY *vs.* COMPLICATION



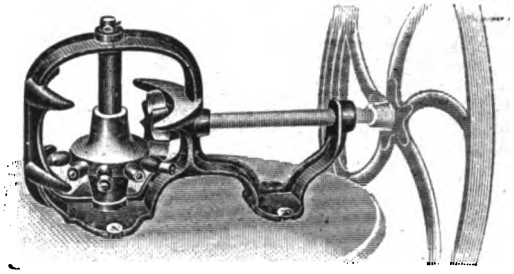
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Wonderful Simplicity of Construction

embodied in the gearing of our

Unsurpassed

"O. K."



Rotary!

All unnecessary parts have been eliminated, giving us a reciprocating mechanism unequaled for **simplicity, strength, durability** and **ease** of operation.

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The Finish. It can't be beat; it's handsome and lasting, too. Write for particulars—do it to-day.

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IT IS HEAVY PRESSED STEEL

Wide Enough for Large Mops—Wrings Small Ones Very Dry

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Eagle Mop Wringers

have been TESTED and PROVEN

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REASON

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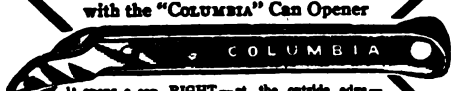
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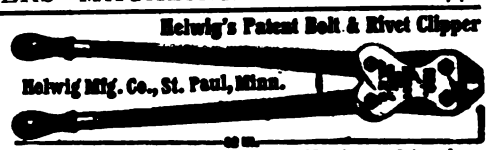
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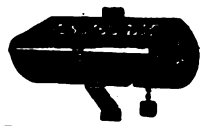
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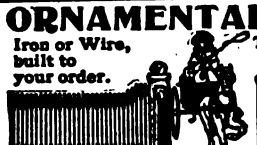
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Made of tempered steel, can easily be removed or replaced.

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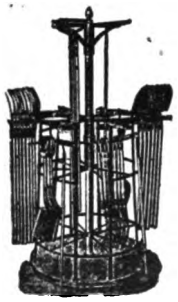
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Excelsior Supply Co., Chicago, Ill.
Motor Car Equipment Co., 55 Warren St., New York.
New York Sporting Goods Co., 17 Warren St., New York.
Wilkinson & Co., A. J., 180-188 Washington St., Boston, Mass.

Automobile Tubing and Rims
American Tube & Stamping Co., Bridgeport, Ct.

Automobiles
Corbin Motor Vehicle Corp., New Britain, Ct.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Awls, Brad, Belt and Scratch
Tuck Mfg. Co., Brockton, Mass.

Ax Handles
(See Handles.)

Axes and Hatchets
Arcade Mfg. Co., Freeport, Ill.
Burgess-Norton Mfg. Co., Geneva, Ill.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Axle Grease
Snow Flake Axle Grease Co., The, Fitchburg, Mass.

Axle Grease—Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Axle Oil
(See Oil.)

Babbit Metal
Fabrig Metal Co., 316 Hudson St., New York.
Phillips-Latitte Co., Penn Bldg., Philadelphia, Pa.

Baby Walkers and Jumpers
Glascock Bros. Mfg. Co., Muncie, Ind.

Bags
(See Articles.)

Bank and Office Railing
Buffalo Wire Wks. Co., Buffalo, N.Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Barbed Wire
(See Wire.)

Barrel Swings
Glascock Bros. Mfg. Co., Muncie, Ind.

Base Ball Shoe Plates
Winslow Skate Mfg. Co., Sam'l, Worcester, Mass.

Base Ball Supplies
Draper-Maynard Co., Plymouth, N.H.

Baskets, Wire
Andrews Wire & Iron Wks., Rockford, Ill.

Bath Room Fittings
American Ring Co., Waterbury, Ct.
Manning, Bowman & Co., Meriden, Ct.
Novelty Mfg. Co., Dept. K., Waterbury, Ct.
Parker Co., Chas., The, Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Taplin Mfg. Co., New Britain, Ct.

Beaters
(See Carpet Whips.)

Bells and Gongs
Mossberg Co., Frank, Attleboro, Mass.
Reading Hardware Co., Reading, Pa.
Reiter, G. C., Canton, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Belt Dressing
Dixon Crucible Co., Jos., Jersey City, N. J.

Belt Hooks
(See Hooks.)

Belt Lacing, Steel
Bristol Co., Waterbury, Ct.

Belt Punches
(See Punches.)

Belting, Rubber
Buckley Rubber Co., J. W., 69 Warren St., New York.

Bench Screws
(See Screws.)

Benches, Cabinet-Makers.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Benders, Angle and Eye
Wallace Supply Co., 915 Garden City Block, Chicago, Ill.

Bicycle Bells
(See Bells.)

Bicycle Lamps
(See Lamps.)

Bicycle Supplies and Sundries
Excelsior Supply Co., Chicago, Ill.
Myers & Bro., F. E., Ashland, O.
New York Sporting Goods Co., 17 Warren St., New York.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Bicycles
Great Western Mfg. Co., La Porte, Ind.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.

Binder Twine
(See Twine.)

Bird Cage Springs and Chains
Turner & Seymour Mfg. Co., Torrington, Ct.

Bit Braces
Millers Falls Co., 28 Warren St., New York.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.

Bits
(See Auger Bits.)

Blackboards, Slate
Johnson Co., E. J., 38 Park Row, New York.

Blanks, Fork and Knife
Union Cutlery & Hdw. Co., Unionville, Ct.

Blocks, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Blocks, Tackle
Fulton Iron Wks., 18 Brush St., Detroit, Mich.
Union Hardware Co., Torrington, Ct.

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Boat Hardware
(See Marine Hardware.)

Boats, Canvas
Glascock Bros. Mfg. Co., Muncie, Ind.

Boilers, Heating
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Boilers, Wash
(See Wash Boilers.)

Bolt and Nut Machinery
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Bolt Clippers
Helwig Mfg. Co., St. Paul, Minn.
Porter, H. K., Everett, Mass.
Schollhorn Co., Wm., New Haven, Ct.

Bolts and Nuts
Garland Nut & Rivet Co., Pittsburg, Pa.

Boring Machines
Ajax Mfg. Co., Pittsburg, Pa.

Box Hinges
(See Hinges.)

Box Hooks
Johnson, Wm., Newark, N. J.

Box Locks
(See Locks.)

Bottle Openers
Taplin Mfg. Co., New Britain, Ct.
Taylor Mfg. Co., Hartford, Ct.

Bottle Stoppers
Taplin Mfg. Co., New Britain, Ct.

Box Openers
Bonner Mfg. Co., C. E., Chrisman, Ill.

Box Straps, Corners, Hasps, etc.
Acme Steel Goods Co., Chicago, Ill.
Cary Mfg. Co., 19-21 Roosevelt St., New York.

Boxes, Hardware, Shelf
Green Co., A. H., 97 Warren St., New York.
Sheip Mfg. Co., Henry H., Columbia Ave. & Randolph St., Phila.

Boxes, Mail
Heise Mfg. Co., W. F., 66 Union Park Court, Ill.
Hessler Co., H. E., 500 North Salina St., Syracuse, N. Y.
Merriam Mfg. Co., Durham, Ct.
Peck-Hamre Mfg. Co., Berlin, Wis.
Reading Hdw. Co., Reading, Pa.
Taylor & Boggis Fdry. Co., Cleveland, O.

Boxes, Miter
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Boxes, Rural Mail
Hessler Co., H. E., 500 No. Salina St., Syracuse, N. Y.
Peck-Hamre Mfg. Co., Berlin, Wis.

Boxes, Tin, Stationers'
Merriam Mfg. Co., Durham, Ct.

Brackets, Folding
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.

Brackets, Ironing Board
Rostand Mfg. Co., Milford, Ct.

Brackets, Lamp
Arcade Mfg. Co., Freeport, Ill.
Reading Hardware Co., Reading, Pa.
Wagner Mfg. Co., Cedar Falls, Ia.

Brackets, Roof
Wagner Mfg. Co., Cedar Falls, Ia.

Brackets, Shelf
Atlas Mfg. Co., New Haven, Ct.
Griffin Mfg. Co., Erie, Pa.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Taplin Mfg. Co., New Britain, Ct.

Brackets, Show Case
Nashua Till Co., Nashua, N. H.

Brackets, Stair Rail
Reading Hardware Co., Reading, Pa.

Brass and Copper
Hussey & Co., C. G., Pittsburg, Pa.

Brazing Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Brazing Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Bread Mixers
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Broilers (Smokeless) Wire
Bridgeport Wire Goods Co., Bridgeport, Ct.

Brooders, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.

Brushes
Gerts-Lumbard & Co., 208-210 Randolph St., Chicago, Ill.
Milwaukee Dustless Brush Co., Milwaukee, Wis.

Building Papers
(See Paper.)

Burnishers
Tuck Mfg. Co., Brockton, Mass.

Bushings, Adjustable Pipe
Armstrong Mfg. Co., 291 Knowlton St., Bridgeport, Ct.

Butcher Knives
Case & Sons, W. R., Bradford, Pa.
Forschner & Sons, Chas., 206 E. 19th St., New York.

Butcher Saws
(See Saws.)

Butts, Door
Griffin Mfg. Co., The, Erie, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Yale & Towne Mfg. Co., 9-15 Murray St., New York.

Cake Mixers
Landers, Frary & Clark, New Britain, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Cake Turners
Arcade Mfg. Co., Freeport, Ill.

Calipers and Dividers
Starrett Co., L. S., Athol, Mass.

Calking
Estes Mills, Fall River, Mass.

Can Openers
Arcade Mfg. Co., Freeport, Ill.
Ellis Mfg. Co., The, Millsdale, Ct.
Meisselbach & Bro., A. F., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Taylor Mfg. Co., Hartford, Ct.

Cans
(See Articles.)

Carbide of Silicon
Carborundum Co., Niagara Falls, N. Y.

Carborundum
Carborundum Co., Niagara Falls, N. Y.

Carborundum Paper & Cloth
Carborundum Co., Niagara Falls, N. Y.

Carborundum Wheels
Carborundum Co., Niagara Falls, N. Y.

Carpet Pins and Sockets
Turner & Seymour Mfg. Co., Torrington, Ct.

Carpet Stretchers
Hunt, Helm, Ferris & Co., Harvard, Ill.

Carpet Sweepers
Bissell Carpet Sweeper Co., Grand Rapids, Mich.

Carpet Whips and Beaters
Andrews Wire & Iron Works, Rockford, Ill.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Ely Mfg. Co., Theo. J., Girard, Pa.

Carriage Heaters
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.

Carriers, Hay
Myers & Bro., F. E., Ashland, O.

Carts, Hand and Barrel
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, Ohio.

Carvers, Kitchen
Lamson & Goodnow Mfg. Co., Shelburne Falls, Mass.

Carvers' Knives, Wood
Smith & Hemenway Co., 108 Duane St., New York.

Cash Drawers, Alarm
Nashua Till Co., Nashua, N. H.

Casters, Ball Bearing
Acme Ball Bearing Sales Co., 56 Warren St., New York.

Casters, Furniture
Clark Co., Geo. P., The, Windsor Locks, Ct.
Reading Hardware Co., Reading, Pa.

Casters, Rubber Wheel
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Castings, Malleable and Steel
Hammer & Co., Branford, Ct.

Catchers, Grass
Hasseries, Carl, Cleveland, O.
Specialty Mfg. Co., St. Anthony Park, Minn.

Catches, Barn Door
Reading Hardware Co., Reading, Pa.

Catches, Refrigerator
Brass Goods Mfg. Co., Brooklyn, N.Y.
Reading Hardware Co., Reading, Pa.

Catches, Screen Door
Automatic Door Catch Co., 218 E. 57th St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Watrous Mfg. Co., E. L., The, Des Moines, Iowa.

Chafing Dishes
Manning, Bowman & Co., Meriden, Ct.

Chain
Bridgeport Chain Co., Bridgeport, Ct.
Hale Bros. Co., Worcester, Mass.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.

Chain, Cycle & Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.

Chain Blocks
(See Blocks.)

Chain, Pump
Garland Nut & Rivet Co., Pittsburg, Pa.

Chalk Lines
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Check Rein Loop
Read Mfg. Co., O. B., Troy, N. Y.

Cherry Stones
Rollman Mfg. Co., Mount Joy, Pa.

Chimney Tops, Revolving
Iwan Bros., Streator, Ill.

Chisels
Johnson, Wm., Newark, N. J.
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Tuck Mfg. Co., Brockton, Mass.

Christmas Tree Holders
North Bros. Mfg. Co., Philadelphia, Pa.

Cistern Tops
Wagner Mfg. Co., Cedar Falls, Ia.

Clamps
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Hammer & Co., Branford, Ct.
Williams & Co., J. H., Brooklyn, N. Y.

Clippers, Finger Nail
Cook Co., H. C., The, Ansonia, Ct.

Clipping Machines, Hair
American Shearer Mfg. Co., Nashua, N. H.
Brown & Sharpe Mfg. Co., Providence, R. I.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.

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Coates Clipper Mfg. Co., Worcester, Mass.
Hotchkiss, Edward S., Bridgeport, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Clipping Machines, Horse
American Shearer Mfg. Co., Nashua, N. H.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago.
Gillette Clipping Mach. Co., 114 W. 32d St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Clocks
New Haven Clock Co., New Haven, Ct.

Clothes Bars
Ely Mfg. Co., Theo. J., Girard, Pa.
Martcross Co., 40 Dearborn St., Chicago, Ill.

Clothes Dryers
Hill Dryer Co., 315 Park Ave., Worcester, Mass.

Clothes Lines
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Clothes Lines, Wire
Wright Wire Co., Worcester, Mass.

Clothes Wringers
American Wringer Co., The, N.Y.C.
Glascock Bros. Mfg. Co., Muncie, Ind.

Coal, Carriage Heaters'
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.

Coal Elevators
Gifford-Wood Co., Hudson, N. Y.

Coaster Sleds
(See Sleds.)

Coaster Wagons
(See Wagons.)

Coat and Hat Hooks
(See Hooks.)

Coffee and Spice Mills
Arcade Mfg. Co., Freeport, Ill.
Landers, Frary & Clark, New Britain, Ct.
Parker Co., Chas., Meriden, Ct.

Coffee Percolators
American Silver Co., Bristol, Ct.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.

Coffee Percolators, Automatic Electric
American Silver Co., Bristol, Ct.

Commode Chamber Pail
Weber-Kirch Mfg. Co., Keokuk, Ia.

Conductor Pipe
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.

Conductor Pipe Hangers, Wire
Iwan Bros., Streator, Ill.

Cooking Utensils
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Landers, Frary & Clark, New Britain, Ct.

Copper
(See Brass and Copper.)

Copper Gaskets
Hussey & Co., C. G., Pittsburg, Pa.

Cordage
Columbian Rope Co., Auburn, N. Y.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Cork Screws and Pullers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Parker Co., The Chas., Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Corporation Cocks
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Corundum Wheels
Pike Mfg. Co., Pike, N. H.

Cotter Pin Machines, Automatic
Shuster Co., F. B., New Haven, Ct.

Cotton Waste
Estes Mills, Fall River, Mass.

Cranes
Yale & Towne Mfg. Co., 9 Murray St., New York.

Crucibles
Dixon Crucible Co., Jos., Jersey City, N. J.

Crucible Steel
American Tube & Stamping Co., Bridgeport, Ct.

Cultivators
Syracuse Chilled Plow Co., Syracuse, N. Y.

Cup Hooks
Turner & Seymour Mfg. Co., Torrington, Ct.

Curry Combs
Advance Mfg. Co., Racine Junction, Wis.

Curtain and Screw Rings
Turner & Seymour Mfg. Co., Torrington, Ct.

Cutlery
(See also Knives, Razors, Shears, etc.)
Landers, Frary & Clark, New Britain, Ct.
Northfield Knife Co., Northfield, Ct.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Parker Co., Chas., The, Meriden, Ct.
Simmons Hardware Co., St. Louis.
Smith & Hemenway Co., 108 Duane St., New York.

Cutters
(See Articles.)

Dairy Machines
(See Articles.)

Dampers
Arcade Mfg. Co., Freeport, Ill.
Taylor & Boggis Fdry. Co., Cleveland, O.

Dash Rein Fasteners
Read Mfg. Co., O. B., Troy, N. Y.

Decalcomania Signs
(See Signs.)

Denatured Alcohol
(See Alcohol.)

Dish Mops
Estes Mills, Fall River, Mass.

Door Bells
(See Bells.)

Door Bolts
Griffin Mfg. Co., The, Erie, Pa.

Door Buttons, Steel
Watrous Mfg. Co., E. L., Des Moines, Ia.

Door Catches
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.
Watrous Mfg. Co., E. L., Des Moines, Ia.

Door Checks and Springs
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Door Hangers
(See Hangers.)

Door Holders
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.

Door Knobs
(See Locks and Knobs.)

Door Pulls
Columbian Hdwe. Co., Cleveland, O.

Door Strips, Automatic Iron
Wagner Mfg. Co., Cedar Falls, Ia.

Drawing Knives
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wilkinson & Co., A. J., 180-188 Washington St., Boston, Mass.

Drawing Knives, Folding
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wilkinson & Co., A. J., 180-188 Washington St., Boston, Mass.

Drawer Pulls
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Dressings
(See Articles.)

Drilling Machines
Shuster Co., F. B., New Haven, Ct.

Drills, Hand, Breast, etc.
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.

Drills, Star and Pipe
Star Expansion Bolt Co., 147 Cedar St., New York.

Drop Forgings
Barnes Co., Wallace, The, Bristol, Ct.
Billings & Spencer Co., Hartford, Ct.
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Drop Forgings, Automobile
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Dryers
(See Articles.)

Dumb Waiters
(See Elevators.)

Eave Trough Hangers
(See Hangers.)

Egg Beaters
Taplin Mfg. Co., The, New Britain, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.

Electrical Supplies
Smith & Hemenway Co., 108 Duane St., New York.

Electric Cooking and Heating Apparatus
(See Articles.)

Electroliers
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Elevator Enclosures and Cabs
Buffalo Wire Wks. Co., Buffalo, N.Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Elevators and Dumb Waiters
Eaton & Prince Co., Chicago, Ill.
Energy Elevator Co., 214-218 New St., Philadelphia, Pa.
O'Neill Elevator Co., 926 Cherry St., Philadelphia, Pa.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.

Elevators, Ice
Gifford-Wood Co., Hudson, N. Y.

Emery Paper and Cloth
Baeder, Adamson & Co., Phila., Pa.

Emery Wheels
Pike Mfg. Co., Pike, N. H.

Emery Wheel Dresser
Diamond Saw & Stamping Wks., Buffalo, N. Y.

Enameled Ware
Cleveland Stamping & Tool Co., The, Cleveland, O.

Enamels
(See Paints.)

Escutcheon Pins
(See Pins.)

Expansion Bolts
McCabe Hanger Mfg. Co., The, 825 West 25th St., New York.
Star Expansion Bolt Co., 1st and 2d Sts., Bayonne, N. J.

Extension Rods
Turner & Seymour Mfg. Co., Torrington, Ct.

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Eye Benders
(See Benders.)

Factory Trucks
(See Trucks.)

Farming Implements
(See Agricultural Implements.)

Farm Gates
(See Gates.)

Fasteners, Corrugated
Acme Steel Goods Co., Chicago, Ill.

Fasteners, Sash
Ives Co., H. B., New Haven, Ct.
Watrous Mfg. Co., E. L., Des Moines, Ia.

Faucets, Brass
Landers, Frary & Clark, New Britain, Conn.
Smith & Hemenway Co., 108 Duane St., New York.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Faucets, Iron
North Bros. Mfg. Co., Philadelphia, Pa.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Faucets, Molasses and Varnish
Parker Co., Chas., The, Meriden, Ct.

Faucets, Wooden
Sommer's Sons, John, 355-365 Central Ave., Newark, N. J.

Fence Stretchers
(See Wire Stretchers.)

Fence Tool (Combination)
Bonner Mfg. Co., C. E., Chrisman, Ill.

Fencing, Iron
Enterprise Foundry & Fence Co., Indianapolis, Ind.

Fencing, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Eureka Fence Mfg. Co., Richmond, Ind.
Keystone Steel & Wire Co., Peoria, Ill.
New Jersey Wire Cloth Co., Trenton, N. J.
Spring Steel Fence & Wire Co., Anderson, Ind.
Wright Wire Co., Worcester, Mass.

Files and Rasps
Nicholson File Co., Providence, R. I.
Russell & Erwin Mfg. Co., New Britain, Ct.

Filters, Water
Lynn Filter Mfg. Co., Cincinnati, O.

Finger Nail Clippers
(See Clippers.)

Fireplace Goods
Rostand Mfg. Co., Milford, Ct.

Fire Doors
Coburn Trolley Track Mfg. Co., Holyoke, Mass.

Fire Pots
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, The, 61 Park Ave., Sycamore, Ill.

Fish Hooks
Enterprise Mfg. Co., Akron, O.

Fishing Reels
Enterprise Mfg. Co., Akron, O.
Rochester Reel Co., Rochester, N.Y.

Fishing Rods
Horton Mfg. Co., Bristol, Ct.

Fishing Tackle
Enterprise Mfg. Co., Akron, O.
Martin's Sons, E. J., Rockville, Ct.

Fishing Tackle Boxes
Merriam Mfg. Co., Durham, Ct.

Five and Ten-Cent Goods
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Franklin Specialty Co., 811 Cherry St., Reading, Pa.

Fixtures, Electric Light
Novelty Mfg. Co., Waterbury, Ct.

Flies, Spinners, etc.
(See Artificial Bait.)

Flower-Bed Guards
Wright Wire Co., Worcester, Mass.

Flue and Tube Cleaners
Gem Mfg. Co., Pittsburg, Pa.

Flue Stops
Clark Mfg. Co., J. L., Rockford, Ill.

Fly Killers, Wire
Bigelow, J. F., Worcester, Mass.

Football Supplies
Draper & Maynard Co., Plymouth, N. H.

Food Choppers
Dana Mfg. Co., Cincinnati, O.
Landers, Frary & Clark, New Britain, Ct.
Rollman Mfg. Co., Mount Joy, Pa.
Russell & Erwin Mfg. Co, New Britain, Ct.

Food Cookers, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.

Foot Presses
(See Presses.)

Force Pumps or Cups
(See Rubber.)

Forks
(See Agricultural Implements.)

Fountains, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.

Fruit Jar Rings
(See Rubber.)

Fruit Presses
(See Presses.)

Furnaces and Heaters
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Furnaces
(See Soldering Furnaces and Gas Furnaces.)

Furniture Trimmings
American Ring Co., Waterbury, Ct.

Game Traps
Abingdon Trap Co., The, Abingdon, Ill.
Oneida Community, Ltd., Oneida, N. Y.

Garbage Cans
Arrow Can Co., 35 Warren St., New York.

Garden Hose
Buckley Rubber Co., J. W., 69 Warren St., New York.
Myers & Bro., F. E., Ashland, O.
Revere Rubber Co., Boston, Mass.

Garden Tools
Arcade Mfg. Co., Freeport, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.

Garment Hangers
(See Hangers.)

Gas Furnaces
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.

Gas Heaters
Turner & Seymour Mfg. Co., Torrington, Ct.

Gas Lamps, Inverted
(See Lamps.)

Gas Pliers
(See Pliers.)

Gates, Steel Frame
Keystone Steel & Wire Co., Peoria, Ill.

Gates, Wire Farm
Spring Steel Fence & Wire Co., Anderson, Ind.

Gauges
Chapin-Stevens Co., Pine Meadow, Ct.
Williams & Co., J. H., Brooklyn, N. Y.

Gauge, Shingle
Wagner Mfg. Co., Cedar Falls, Ia.

Germicide
(See Cow Ease.)

Glass Cutters
Hart Mfg. Co., The, Unionville, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Glass Cutting Boards
Lufkin Rule Co., Saginaw, Mich.

Glass Shelves
Novelty Mfg. Co., Waterbury, Ct.

Gloves, Baseball, etc.
Draper-Maynard Co., Plymouth, N.H.

Gongs
(See Bells.)

Glue
Baeder, Adamson & Co., Philadelphia, Pa.
Hewitt & Bros., C. B., 48 Beekman St., New York.

Gopher Traps
Abingdon Trap Co., The, Abingdon, Ill.

Gouges
Reliance Edge Tool Co., Youngstown, O.

Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Grass Catchers
(See Catchers.)

Grass Hooks
North Wayne Tool Co., Hallowell, Me.

Grass Shears
(See Shears.)

Grease
(See Articles.)

Grease Cups
(See Lubricating Appliances.)

Griddles
Advance Mfg. Co., Racine Junction, Wis.

Grinders
(See Lawn Mower Grinders.)

Grinding Wheels
Carborundum Co., Niagara Falls, N.Y.
Pike Mfg. Co., Pike, N. H.
Royal Mfg. Co., 208 E. Walnut St., Lancaster, Pa.

Grindstone Fixtures
Reading Hardware Co., Reading, Pa.

Grindstones
Cleveland Stone Co., Cleveland, O.

Grindstones, Bicycle
Cleveland Stone Co., Cleveland, O.

Gun Cleaners
Union Hdw. Co., Torrington, Ct.

Guns
Harrington & Richards Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., The, Dept. B., Norwich, Ct.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Parker Co, Chas., The, Meriden, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Hack Saws
(See Saws.)

Hair Clippers
(See Clipping Machines.)

Hame Fasteners
Bridgeport Chain Co., Bridgeport, Ct.

Hammer Handles
(See Handles.)

Hammers, Drop
Billings & Spencer Co., Hartford, Ct.
Merrill Bros., Brooklyn, N. Y.

Hammers, Hand
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., Hartford, Ct.
Franklin Specialty Co., Reading, Pa.
Johnson, Wm., Newark, N. J.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Magnet
Billings & Spencer Co., Hartford, Ct.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Nickel Plated
Franklin Specialty Co., 811 Cherry St., Reading, Pa.
Pritchard-Strong Co., The, 29 Circle St., Rochester, N. Y.

Hammocks
Hohlfeld Mfg. Co. 8th and Dauphin Sts., Philadelphia Pa.
Palmer Co., I. E., The, Middletown, Ct.

Hand Cars, Boys'
Glascock Bros. Mfg. Co., Muncie, Ind.
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.

Handcuffs,
(See Police Supplies.)

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Handles, Tool
Smith & Hemenway Co., 108 Duane St., New York.
Tuck Mfg. Co., Brockton, Mass.

Handles, Wooden
Hartwell Bros., Chicago Heights, Ill.

Hand Screws
(See Screws.)

Hangers, Barn Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.
National Mfg. Co., Sterling, Ill.
Reading Hardware Co., Reading, Pa.

Hangers, Eave Trough
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Holbrook Mfg. Co., The, Attleboro, Mass.

Hangers, Fire Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.

Hangers, Garment
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Taplin Mfg. Co., New Britain, Ct.

Hangers, House Door
Arcade Mfg. Co., Freeport, Ill.
Chicago Spring Butt Co., Chicago.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
National Mfg. Co., Sterling, Ill.

Hangers, Sash
Watrous Mfg. Co., E. L., Des Moines, Ia.

Hangers, Screen and Window
Phenix Mfg. Co., Milwaukee, Wis.

Hangers, Trouser, Skirt, etc.
Taplin Mfg. Co., The, New Britain, Ct.

Hardware Jobbers
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Simmons Hardware Co., St. Louis, Mo.

Hardware Manufacturers' Agents
Smith & Hemenway Co., 108-110 Duane St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Harmonicas
Hotz, Fr., 475 Broadway, New York.

Harness
Eddy Mfg. Co., Worcester, Mass.

Harness Dressing
Frank Miller Co., The, 394 West 26th St., New York.

Harness Snaps
Covert Mfg. Co., Troy, N. Y.
National Safety Snap Co., Wilmington, Ohio.
Reading Hardware Co., Reading, Pa.

Harness Straps
Covert Mfg. Co., Troy, N. Y.

Hasps and Staples
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Hatchets
(See Axes and Hatchets.)

Hay Knives
Ely Mfg. Co., Theo. J., Girard, Pa.
Iwan Bros., Streator, Ill.

Haying Tools
Hunt, Helm, Ferris & Co., Harvard, Ill.
Myers & Bro., F. E., Ashland, O.

Heaters
(See Articles.)
Kampfe Bros., 8 Reade St., New York.

Hedge Trimmers
North Wayne Tool Co., Hallowell, Me.

Heel Plates
Griffin Mfg. Co., Erie, Pa.
Root Bros. Co., Plymouth, O.

Hinges, Blind and Gate
Parker Co., Chas., The, Meriden, Ct.

Hinges, Box
Acme Steel Goods Co., Chicago, Ill.

Hinges, Floor
Bommer Bros., Brooklyn, N. Y.
Columbian Hdw. Co., Cleveland, O.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.
Shelby Spring Hinge Co., Shelby, O.
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.

Hinges, Jamb
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.

Hinges, Spring
Bommer Bros., Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Shelby Spring Hinge Co., Shelby, O.

Hinges, Strap and T
Griffin Mfg. Co., Erie, Pa.
National Mfg. Co., Sterling, Ill.
Stanley Works, New Britain, Ct.

Hinges, Window and Screen
Arcade Mfg. Co., Freeport, Ill.

Hip Rein Supporters
Read Mfg. Co., O. B., Troy, N. Y.

Hitching Rings, Expansion
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Hoes
(See Agricultural Implements.)

Hoists, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hoists, Electric
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hollow Ware
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Hooks, Belt
Bristol Co., Waterbury, Ct.

Hooks, Coat and Hat
Atlas Mfg. Co., New Haven, Ct.
National Mfg. Co., Sterling, Ill.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Hooks, Conductor
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Iwan Bros., Streator, Ill.

Hooks, Moulding
Williamson Wire Nov. Co., 56 Badger Ave., Newark, N. J.

Hooks, Safety Ladder
Taplin Mfg. Co., New Britain, Ct.

Horse Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.

Horseshoe Nails
(See Nails.)

Horse Pokes
Ely Mfg. Co., Theo. J., Girard, Pa.

Horse Tail Bands and Ties
Read Mfg. Co., O. B., Troy, N. Y.

Hose
(See Garden Hose.)

Hose Nozzles
Myers & Bro., F. E., Ashland, O.

Hose Racks
Specialty Mfg. Co., St. Anthony Park, Minn.

House Numbers
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Huskers
Smith & Davis, Ames, Ia.
Myers & Bro., F. E., Ashland, O.

Hydrants
Myers & Bro., F. E., Ashland, O.

Hydraulic Presses
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Ice Chisels
Gilchrist Co., The, 236 Bank St., Newark, N. J.

Ice Cream Freezers
Dana Mfg. Co., Cincinnati, O.
North Bros. Mfg. Co., Phila. Pa.
White Mountain Freezer Co., The, Nashua, N. H.

Ice Picks
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Franklin Specialty Co., Reading, Pa.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ice Tools
Arcade Mfg. Co., Freeport, Ill.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.
Schutte & Co., E. G., 230 Stark St., Cincinnati, O.

Incubators and Brooders
Miller Co., J. W., Box 118, Freeport, Ill.
Reliable Incubator & Brooder Co., Quincy, Ill.

Insect Powder
Hammond, B., Fishkill-on-Hudson, N. Y.

Insulating Paper
(See Paper.)

Iron Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.

Jacks
Covert Mfg. Co., Troy, N. Y.
Myers & Bro., F. E., Ashland, O.

Jacks, Ball Bearing
Acme Ball Bearing Sales Co., 56 Warren St., N. Y.

Jockey Stick
Ely Mfg. Co., Theo. J., Girard, Pa.

Joist Hangers
Columbian Hdw. Co., Cleveland, O.

Kettle Scrapers
(See Scrapers.)

Key Rings
Smith & Egge Mfg. Co., Bridgeport, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., 56 Badger Ave., Newark, N. J.

Kick Plates
Griffin Mfg. Co., Erie, Pa.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Turner Brass Wks., The, 61 Park Ave., Sycamore, Ill.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Kitchen Ware, Wire
Bridgeport Wire Goods Co., Bridgeport, Conn.

Knife Blanks
(See Blanks.)

Knives
(See Butcher, Mincing, Pocket, etc.)

Knobs, Repair
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Kraut Cutters
Atkins & Co., E. C., Indianapolis, Ind.

Ladders, Long and Extension
Berger, L. D., 59 North 2d St., Philadelphia, Pa.

Ladders, Rolling Shelf
Bicycle Step Ladder Co., 55 Randolph St., Chicago, Ill.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Ladders, Step
Smith & Son, F., Clinton, Ia.

Lamps
Hammer & Co., Branford, Ct.

Lamps, Automobile
Ham Mfg. Co., C. T., Rochester, N. Y.

Lamps, Driving
Ham Mfg. Co., C. T., Rochester, N. Y.

Lamps, Gas, Inverted
Ramsdell Inverted Lamp Co., The, 1123 Broadway, N. Y.

Lanterns
Ham Mfg. Co., C. T., Rochester, N. Y.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Latch, Barn Door
Wagner Mfg. Co., Cedar Falls, Ia.

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Latches
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Lathing, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., The, St. Louis, Mo.

Lawn Furniture
Buffalo Wire Wks. Co., Buffalo, N.Y.

Lawn Guards
Wright Wire Co., Worcester, Mass.

Lawn Mower Grinder
Coldwell Lawn Mower Co., Newburgh, N. Y.
Peoria Lawn Mower Grinder Co., 413 So. Wash St., Peoria, Ill.
Root Bros. Co., The, Plymouth, O.

Lawn Mower Sharpener
Enreka Sharpener Co., Detroit, Mich.
National Machine & Stamping Co., Detroit, Mich.

Lawn Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.
Philadelphia Lawn Mower Co., Philadelphia, Pa.
Reading Hdw. Co., Reading, Pa.
Worcester Lawn Mower Co., Worcester, Mass.

Lawn Sprinklers
Specialty Mfg. Co., St. Anthony Park, Minn.
Standard Stamping Co., Marysville, Ohio.
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Lawn Swings
Myers & Bro., F. E., Ashland, O.

Lawn Trimmers
(See Grass Trimmers.)

Leather Goods, Sporting
Draper & Maynard Co., Plymouth, N. H.

Lemon Squeezers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Landers, Frary & Clark, New Britain, Ct.
Parker & Co., Chas., Meriden, Ct.
Sommer's Son, John, Newark, N. J.

Levels
Baker-McMillen Co., The, Akron, O.
Chapin-Stephens Co., Pine Meadow, Ct.
Davis & Cook, Watertown, N. Y.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.

Lighting Systems
Consolidated Gas & Electric Co., Chicago, Ill.
Gloria Light Co., Chicago, Ill.

Limes
(See Articles.)

Locks and Knobs, Door
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Taylor & Boggis Fdry. Co., Cleveland, O.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Locks, Box
Acme Steel Goods Co., Chicago, Ill.

Locks, Unit
Russell & Erwin Mfg. Co., New Britain, Ct.

Lockers, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Lubricants
(See also Oil.)
Dixon Crucible Co., Jos., Jersey City, N. J.

Lubricators, Loose Pulley
Gem Mfg. Co., Pittsburg, Pa.

Lunch Kits, Auto Touring
Motor Car Equipment Co., 55 Warren St., New York.

Machinery
Diamond Saw & Stamping Works, Buffalo, N. Y.
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Machinists' Tools
Billings & Spencer Co., Hartford, Ct.
Diamond Saw & Stamping Works, Buffalo, N. Y.
Starrett Co., L. S., Athol, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Mail Bokes
(See Boxes.)

Manicure Goods
Cook Co., H. C., The, Ansonia, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Mangers
(See Stable Fixtures.)

Mantels
Ironton Wood Mantel Co., Ironton, O.

Manufacturers' Agents
(See Hardware.)

Match Safes
Smith & Hemenway Co., 108 Duane St., New York.

Mats, Flexible Steel
Acme Steel Goods Co., Chicago, Ill.

Mats, Wire
Clinton Wire Cloth Co., Clinton, Mass.

Meat Choppers
(See Food Choppers.)

Metal Ceilings
(See Ceilings.)

Metal Novelties
Cook Co., H. C., The, Ansonia, Ct.
Novelty Mfg. Co., Waterbury, Ct.

Metal Polish
(See Polish.)

Metals, Embossed
Novelty Mfg. Co., Waterbury, Ct.

Metals, Perforated
Clinton Wire Cloth Co., Clinton, Mass.
Novelty Mfg. Co., Waterbury, Ct.

Micrometers
Starrett Co., L. S., Athol, Mass.

Milk and Cream Testers
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Mincing Knives
Arcade Mfg. Co., Freeport, Ill.
Smith & Hemenway Co., 108 Duane St., New York.

Mirrors, Adjustable
Novelty Mfg. Co., Waterbury, Ct.

Miter Boxes
(See Boxes.)

Molders' Tools
Dobson, Wm., Canastota, N. Y.

Mop Wringers
Dana Mfg. Co., Cincinnati, O.
Eagle Cooperage Wks., Circleville, O.
Ely Mfg. Co., Theo. J., Girard, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Van Doorn Co., C. E., Dept. 3, Rochester, N. Y.
White Mop Wringer Co., Fultonville, N. Y.

Mops
Arcade Mfg. Co., Freeport, Ill.
Eagle Cooperage Wks., Circleville, O.
Estes Mill, Fall River, Mass.

Motor Cars
(See Automobiles.)

Motors, Water
Lippincott, W. M. & I. Dept., Newark, N. J.

Moulding Hooks
Forsyth Mfg. Co., 308 Terrace St., Buffalo, N. Y.
Williamson Wire Nov. Co., C. T., 56 Badger Ave., Newark, N. J.

Mouse Traps
Abingdon Trap Co., The, Abingdon, Ill.
Animal Trap Co., Lititz, Pa.
Hotchkiss, E. S., Bridgeport, Ct.

Mowers
(See Horse; see Lawn.)

Nail Clips
(See Clippers.)

Nail Pullers
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Morrill, Chas., 275 Broadway, N. Y.
Smith & Hemenway, 108-110 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Nail Sets
Johnson, Wm., Newark, N. J.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Tuck Mfg. Co., Brockton, Mass.

Nails, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Nails, Horseshoe
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Nails, Picture
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Rubber Head
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Nails, Upholstery
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Neck Rein Holders
Read Mfg. Co., O. B, Troy, N. Y.

Needles, Machine
Excelsior Supply Co., Chicago, Ill.

Nippers
(See Pliers and Nippers.)

Nut Crackers
Arcade Mfg. Co., Freeport, Ill.

Nuts
(See Bolts and Nuts.)

Oil, Axle
Miller Co., Frank, 349 W. 26th St., New York.

Oil Cans, Spout and Faucet
Wall Mfg. Supply Co., P., Allegheny, Pa.

Oil Cans, Pocket
Meisselbach & Bro., A. F., 32-38 Prospect St., Newark, N. J.

Oil Cups
(See Lubricating Appliances.)

Oilers
American, Tube & Stamping Co. Bridgeport, Ct.
Gem Mfg. Co., Pittsburg, Pa.
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Oilers, Force Pumps
Bloomer, R. E., Keithsburg, Ill.

Oil, Lubricating
Cole Co., G. W., 42 Broadway, New York.

Oil Stones
Carborundum Co., Niagara Falls, N.Y.
Pike Mfg. Co., Pike, N. H.

Oil Stoves
(See Stoves.)

Optical Goods
Manasse, L., 88 Madison St., Chicago, Ill.

Oyster Knives
Johnson, Wm., Newark, N. J.

Packing
(See Rubber.)

Padlocks
Miller Lock Co., Philadelphia, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Pails, Dairy
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Pails, Dinner
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Paint, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Paint Remover
(See Varnish Remover.)

Paint, Silica Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Paint, Wall Coating
Alabastine Co., Grand Rapids, Mich.

Paints, Enamels, etc.
Hammond, B., Fishkill-on-Hudson, N. Y.

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Martin-Senour Co., The, 2514 Quarry St., Chicago.

Papers, Building and Roofing
Bird & Son, F. W., East Walpole, Mass.
Hewitt & Bros., C. B., 48 Beekman St., New York.

Paper, Hardware Wrapping
Hewitt & Bros., C. B., 48 Beekman St., New York.

Paring Knives
Smith & Hemenway Co., 108 Duane St., New York.

Patents
Peck, Hubert E., 625 F St., Washington, D. C.

Pencil Points, Engravers'
Carborundum Co., Niagara Falls, N. Y.

Perforated Metal
(See Metals.)

Picture Cord Wire
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Wright Wire Co., Worcester, Mass.

Picture Hooks
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Picture Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Pineapple Eye Clip
Harvey Mfg. Co., 549 Granite Bldg., Rochester, N. Y.

Pins, Escutcheon
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Pipe Cutters
Barnes Tool Co., New Haven, Ct.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Pipe Hangers, Steel
(See Hangers.)

Pipe Hooks and Straps
Berger Bros. Co., 231-237 Arch St., Philadelphia, Pa.

Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Pipe Taps, Reamers and Drills
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Pipe Vises
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Pistols
(See also Revolvers.)
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Planes
Chapin-Stephens Co., Pine Meadow, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.

Plate Cleaners
Lasher Mfg. Co., Davenport, Ia.

Planters, Corn, etc.
Sheffield Mfg. Co., Burr Oak, Mich.

Planters, Potato
Sheffield Mfg. Co., Burr Oak, Mich.

Plated Ware, Nickel
(Knives and Forks.)
Union Cutlery & Hardware Co., Unionville, Ct.

Plated Ware, Silver
(Knives and Forks.)
Union Cutlery & Hdw. Co., Unionville, Ct.

Plated Ware, Silver
American Silver Co., Bristol, Ct.
Associated Silver Co., 152-158 Lake St., Chicago, Ill.
International Silver Co., Meriden, Ct.
Oneida Community, Ltd., Oneida, N. Y.

Pliers and Nippers
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Johnson, Wm., Newark, N. J.
Morrill, Chas., 275 Broadway, New York.
Smith & Hemenway Co., 108 Duane St., New York.
Schollhorn Co., Wm., New Haven, Ct.
Utica Drop Forge & Tool Co., Utica, N. Y.

Plows
Syracuse Chilled Plow Co., Syracuse, N. Y.

Plumb Bobs
Reading Hardware Co., Reading, Pa.
Starrett Co., L. S., Athol, Mass.
Tower & Lyon Co., 95 Chambers St., New York.

Plumbers' Brass Goods
Landers, Frary & Clark, New Britain, Ct.

Plumbing Fixtures
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Pocket Knives
Northfield Knife Co., Northfield, Ct.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Police Supplies
Tower & Lyon Co., 95 Chambers St., New York.

Polish, Stove
Black Silk Stove Polish Works, Sterling, Ill.
Dixon Crucible Co., Jos., Jersey City, N. J.
Nickel Plate Stove Polish Co., Chicago, Ill.

Porcelain Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Post Hole Diggers
(See Augers.)

Pot Covers, Kitchen
Lasher Mfg. Co., Davenport, Ia.

Pot Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.

Poultry Netting
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Presses, Foot
Shuster Co., F. B., The, New Haven, Ct.

Presses, Meat and Fruit
Erie Specialty Co., Erie, Pa.

Presses, Power
Shuster, F. B., Co., New Haven, Ct.

Pruning Shears
(See Shears.)

Pry Bar and Nail Puller
Bonner Mfg. Co., C. E., Chrisman, Ill.

Pumps
Myers & Bro., F. E., Ashland, O.

Punches, Belt
Bemis & Call Hdw. & Tool Co., Springfield, Mass.
Schollhorn Co., Wm., New Haven, Ct.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Punches, Conductors'
Bridgeport Hardware Co., Bridgeport, Ct.
Johnson, Wm., Newark, N. J.
Schollhorn Co., Wm., New Haven.

Punches, Hand
Morrill, Chas., 275 Broadway, N. Y.

Push Carts
Syracuse Chilled Plow Co., Syracuse, N. Y.

Push Plates
Griffin Mfg. Co., The, Erie, Pa.

Putty Knives
Smith & Hemenway Co., 108 Duane St., New York.

Radiators
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Rake, Self-Cleaning
Cronk & Carrier Mfg. Co., The, Elmira, N. Y.

Rakes
Cronk & Carrier Mfg. Co., Elmira, N. Y.

Ranges
(See Stoves.)

Ratchet Drills
Billings & Spencer Co., Hartford, Ct.

Ratchet Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St. Boston, Mass.

Rat Traps
Abingdon Trap Co., The, Abingdon, Ill.
Hotchkiss, E. S., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Razor Blade Holder
(See Razor Stroppers, Safety.)

Razor Guards
Weiss, L. T., 297 Taaffe Place, Brooklyn, N. Y.

Razor Hones
Carborundum Co., The, Niagara Falls, N. Y.
Droescher, S. R., 79 Warren St., New York.
Pike Mfg. Co., Pike, N. H.

Razor Stropper, Safety
Bestgen & Co., J. G., 161 Summer St., Boston, Mass.
Perfection Mfg. Co., 7 Water St., Boston, Mass.

Razor Strops
Kampfe Bros., 8 Reade St., N. Y.
Eddy Mfg. Co., Worcester, Mass.

Razors
Droescher, S. R., 79 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.

Razors, Corn
Kampfe Bros., 8 Reade St., N. Y.

Razors, Safety
American Safety Razor Co., 320 Broadway, N. Y.
Gem Cutlery Co., 34 Reade St., N. Y.
Kampfe Bros., 8 Reade St., N. Y.
Ward Safety Razor Co., 751 Star Bldg., Chicago.

Reamers.
Tuck Mfg. Co., Brockton, Mass.

Recording Instruments
Bristol Co., Waterbury, Ct.

Reels
(See Fishing Reels.)

Refrigerator Trimmings
Arcade Mfg. Co., Freeport, Ill.
Brass Goods Mfg. Co., Brooklyn, N. Y.

Refrigerators
Alaska Refrigerator Co., The, Muskegon, Mich.
G. R. Refrigerator Co., Grand Rapids, Mich.
Herrick Refrigerator Co., Waterloo, Ia.

Refrigerators, Metallic
Home Metallic Refrigerator Co., Albert Lea, Minn.

Registers, Wall and Floor
Berger, L. D., 59 No. Second St., Philadelphia, Pa.

Reloading Tools
Union Hdw. Co., Torrington, Ct.

Revolvers
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Johnson's Arms & Cycle Wks., Iver, 163 River St., Fitchburg, Mass.

Riddles
(See Screens.)

Rifles
Hamilton Rifle Co., Plymouth, Mich.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Rifles, Air
Daisy Mfg. Co., 280 Union St., Plymouth, Mich.

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Ring Rollers
Shuster Co., F. B., New Haven, Ct.

Rivet Machines
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Riveting Machines
Root Bros. Co., The, Plymouth, O.
Shuster Co., F. B., New Haven, Ct.

Riveting Machines, Hand
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Rivets
Garland Nut & Rivet Co., Pittsburg, Pa.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Roller Skates
(See Skates.)

Roof Coating, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Roofing Felts
Stowell Mfg. Co., Jersey City, N. J.

Roofing Paper
(See Paper.)

Roofing, Slate
Johnson Co., E. J., 38 Park Row, New York.

Roofings, Prepared
Barrett Mfg. Co., New York.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Stowell Mfg. Co., Jersey City, N. J.

Rope
(See Cordage.)

Rubber Fruit Jar Rings
Buckley Rubber Co., J. W., 69 Warren St., New York.

Rubber Force Cups
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Mats
Buckley Rubber Co., J. W., 69 Warren St., New York.

Rubber Matting
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Packing
Buckley Rubber Co., J. W., 69 Warren St., New York.

Rubber Tips, Cane and Crutch
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Slotted Screw
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rules
Chapin-Stephens Co., Pine Meadow, Ct.
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Stanley Rule & Level Co., New Britain, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Sad Irons, Asbestos
Dover Mfg. Co., Canal Dover, O.

Safety Razors
(See Razors.)

Sand Paper
(See Emery Paper.)
(See Carborundum Paper & Cloth.)

Sash Chains
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community Co., Oneida, N.Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Sash Cord
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Sash Fasteners
(See Fasteners.)

Sash Hangers
(See Hangers.)

Sash Lifts
Columbian Hdw. Co., Cleveland, O.
Griffin Mfg. Co., The, Erie, Pa.

Sash Locks
Champion Safety Lock Co., Geneva, O.
Ives Co., H. B., New Haven, Ct.
National Mfg. Co., Sterling, Ill.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Shelby Spring Hinge Co., Shelby, O.
Taylor Mfg. Co., Hartford, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Sash Operating Devices
Drouve Co., G., Bridgeport, Ct.

Sash Pulleys
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Saw Clamp
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Saw Handles, Cross-Cut
Ely Mfg. Co., Theo. J., Girard, Pa.

Saw Jointer
Pike Mfg. Co., Pike, N. H.

Saw Sets and Tools
Atkins & Co., E. C., Indianapolis, Ind.
Morrill, Chas., 275 Broadway, N.Y.C.
Smith & Hemenway Co., 108 Duane St., New York.

Sawing Machines (Hand and Foot Power)
Barnes Tool Co., New Haven, Ct.

Saws, Hack
Atkins & Co., E. C., Indianapolis, Ind.
Diamond Saw & Stamping Works, Buffalo, N. Y.
Millers Falls Co., 28 Warren St., New York.
Union Hardware Co., Torrington, Ct.

Saws, Hand, etc.
Atkins & Co., E. C., Indianapolis, Ind.
Norvell-Shapleigh Hardware Co., St. Louis, Mo.
Simonds Mfg. Co., Fitchburg, Mass.

Saws, Ice
Gifford-Wood Co., Hudson, N. Y.

Saws, Keyhole
Bridgeport Hdw. Mfg. Co., The, Bridgeport, Ct.

Scales
Landers, Frary & Clark, New Britain, Ct.
Osgood Scale Co., Binghamton, N.Y.
Pelouze Scale & Mfg. Co., 118 W. Jackson Boul., Chicago, Ill.
Reading Hdw. Co., Reading, Pa.
Stimpson Scale & Mfg. Co., 100 Park Place, Northville, Mich.

Scissors
(See Shears.)

Scissors Grinder
Buck, V. P., 82 Lincoln St., Boston, Mass.

Scrapers, Foot
National Mfg. Co., Sterling, Ill.
Reading Hdw. Co., Reading, Pa.

Screen and Window Hangers
(See Hangers.)

Screens, Coal, Sand, etc.
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Screens, Metallic, Adjusting
Metallic Screen Co., Collins, Wis.

Screw Drivers
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., The, Hartford, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Johnson, Wm., Newark, N. J.
North Bros. Mfg. Co., Phila., Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Tuck Mfg. Co., Brockton, Mass.

Screw Machine Products to 1 in. Diameter
Barnes Co., Wallace, The.

Screw Pulleys
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Screws, Coach and Lag
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Hand and Bench
Chapin-Stephens Co., Pine Meadow, Ct.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Reading Hardware Co., Reading, Pa.

Screws, Machine and Cap
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Wood
Parker Co., Chas., The, Meriden, Ct.

Scribes, Timber
Bemis & Call Hdw. & Tool Co., Springfield, Mass.

Scythes
North Wayne Tool Co., Hallowell, Me.

Scythe Stones and Whetstones
Carborundum Co., Niagara Falls, N.Y.
Cleveland Stone Co., Cleveland, O.
Pike Mfg. Co., Pike, N. H.

Seed Sowers
Cyclone Seeder Co., Urbana, Ind.

Separators, Dairy Cream
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Settees and Chairs, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.

Sharpeners
(See Articles.)

Shears and Scissors
Atlas Shear Co., Bridgeport, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Heinisch's Sons Co., R., Newark, N. J.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Wiss & Sons Co., J., Newark, N. J.

Shears, Grass
Smith & Hemenway Co., 108 Duane St., New York.

Shears, Pruning
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Rhodes Mfg. Co., 22 N. Pine St., Grand Rapids, Mich.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Shears, Sheep
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Smith & Hemenway Co., 108 Duane St., New York.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Sheet Metal Specialties
Bridgeport Wire Goods Co., Bridgeport, Ct.

Shelf Boxes
(See Boxes.)

Shelf Ladders
(See Ladders.)

Shellac Bleachers
Berry Bros., Ltd., Detroit, Mich.

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Shelving, Hardware
Warren Mfg. Co., J. D., Chicago, Ill.

Shingle Gauge
(See Gauges.)

Shoe Holder and Polisher
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Shoe Lasts and Stands
Root Bros. Co., The, Plymouth, O.

Shot Guns
(See Guns.)

Shovels, Spades and Scoops
Avery Stamping Co., Cleveland, O.

Show Cases
(See Display Cases.)

Signs, Decalcomania
Meyercord Co., The, Chamber of Commerce, Chicago, Ill.

Silverware
(See Plated Ware.)

Sink Brushes, Wire
Bigelow, J. F., Worcester, Mass.

Sink Cleaners
Bridgeport Wire Goods Co., Bridgeport, Ct.

Sink Strainers
(See Strainers.)

Sinks
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Skate Sharpeners
Smith & Hemenway Co., 108 Duane St., New York.

Skates, Ice
Barney & Berry, Springfield, Mass.
New York Sporting Goods Co., 17 Warren St., New York.
Union Hdw. Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skates, Roller
Barney & Berry, Springfield, Mass.
Chicago Roller Skate Co., 65 S. Canal St., Chicago, Ill.
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
New York Sporting Goods Co., 17 Warren St., New York.
Richardson Ball Bearing Skate Co., 501 Wells St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skirt Hangers
(See Hangers.)

Skylights
Drouve Co., G., Bridgeport, Ct.

Sleds
Hunt, Helm, Ferris & Co., Harvard, Ill.

Sleds, Steel
Wagner Mfg. Co., Cedar Falls, Ia.

Sleds, Coaster
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.

Snow Shovels
Avery Stamping Co., Cleveland, O.

Solderene
Solderene Co., 53 State St., Boston, Mass.

Solderene Flux Sticks
Solderene Co., 53 State St., Boston, Mass.

Solderene Paste
Solderene Co., 53 State St., Boston, Mass.

Solderene Sticks, Aluminum
Solderene Co., 53 State St., Boston, Mass.

Soldering Coppers
Clendennin Bros., Baltimore, Md.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Soldering Furnace, Kerosene
Barnes Tool Co., New Haven, Ct.

Soldering Furnaces
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Soldering Sets
Arcade Mfg. Co., Freeport, Ill.

Spark Guards, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.

Spoke Shaves
Johnson, Wm., Newark, N. J.
Stanley Rule & Level Co., New Britain, Ct.

Spoons and Forks
(See Plated Ware.)

Spoons, Tinned
Atlas Mfg. Co., New Haven, Ct.

Sporting Goods
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Draper-Maynard Co., Plymouth, N. H.
New York Sporting Goods Co., 17 Warren St., New York.

Spraying Machines
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, O.

Spring Hinges
(See Hinges.)

Springs
Barnes Co., Wallace, The, Bristol, Ct.
Tuck Mfg. Co., Brockton, Mass.

Sprockets, Cycle and Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.

Squares, Steel
Nicholls Mfg. Co., Ottumwa, Ia.
Russell & Erwin Mfg. Co., New Britain, Ct.

Squares, Try, Mitre, etc.
Stanley Rule & Level Co., New Britain, Ct.
Starrett Co., L. S., Athol, Mass.
Union Cutlery & Hardware Co., Unionville, Ct.

Stable Fixtures
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Stamping, Sheet Metal
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Mossberg Co., Frank, Attleboro, Mass.
Tuck Mfg. Co., Brockton, Mass.

Staple machines
Shuster Co., F. B., New Haven, Ct.

Staple Puller, Fence
Bonner Mfg. Co., C. E., Chrisman, Ill
Utica Drop Forge & Tool Co., Utica, N. Y.

Staples, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Wright Wire Co., Worcester, Mass.

Steak Pounders
Arcade Mfg. Co., Freeport, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.

Steam Cooker and Baker
Ohio Cooker Co., The, Toledo, O.

Steel
American Tube & Stamping Co., Bridgeport, Ct.

Steel Stampings, Cold Rolled
Advance Mfg. Co., Racine Junction, Wis.
American Tube & Stamping Co., Bridgeport, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Griffin Mfg. Co., The, Erie, Pa.
Mossberg Co., Frank Attleboro, Mass.

Steel Ware, Cooking
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Step Ladders
(See Ladders.)

Stocks and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Stove Polish
(See Polish.)

Stove Trucks
(See Trucks.)

Stoves and Ranges
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Stoves, Oil and Gasoline
Taylor & Boggis Fdy. Co., Cleveland, O.

Strainers, Sink
Andrews Wire & Iron Wks., Rockford, Ill.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Stretchers, Fence
(See Wire Stretchers.)

Strops
(See Razor Straps.)

Sweepers, Lawn and Walk
Green Mfg. Co., Springfield, O.

Swings, Porch and Lawn
National Ventilator Co., 149 South Jefferson St., Chicago, Ill.

Table Ware
(See Plated Ware.)

Tackle Blocks
(See Blocks.)

Tacks, Brass Head
American Ring Co., Waterbury, Ct.

Tacks, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Tamale Kettles
(See Kettles.)

Tanks
(See Articles.)

Tapes, Measuring
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Starrett Co., L. S., Athol, Mass.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Tapping Machines for Street Mains
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Taps and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Tempering Powder
Phillips-Laffitte Co., Penn Bldg., Philadelphia, Pa.

Thumb Tacks
Hawkes-Jackson Co., 82 Duane St., New York.

Ties, Horse and Cow
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.

Tiling Spades
Iwan Bros., Streator, Ill.

Tin Boxes, Cash, Bond, etc.
(See Boxes.)

Toasters, Bread
Standard Stamp'g Co., Maryville, O.

Tongs, Machinist
Barnes Tool Co., New Haven, Ct.

Tool Bags
(See Articles.)

Tool Chests and Cabinets
American Tool Chest Co., 200 W. Houston St., New York.

Tool Racks
Herrick Co., F. A., Jackson, Mich.

Tool Steel
Phillips-Laffitte Co., Penn Bldg., Philadelphia, Pa.

Tools
(See Articles.)

Torches, Engine
Gem Mfg. Co., Pittsburg, Pa.
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Torches, Plumbers'
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Torches, Outdoor, Gasoline
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

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Towel Bars
Taplin Mfg. Co, The, New Britain, Ct.

Towel Hangers
Haynes, Chas. M., 284 Washington St., Newark, N. J.

Traps
(See Articles.)

Tree Guards
Buffalo Wire Wks. Co., Buffalo, N.Y.
Wright Wire Co., Worcester, Mass.

Trellis Work
Wright Wire Co., Worcester, Mass.

Trolley Tracks, Overhead
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Trouser Hanger
See Hangers.)

Trowels, Masons'
Atkins & Co., Inc., E. C., Indianapolis, Ind.
Johnson, Wm., Newark, N. J.

Trowels, Garden
Avery Stamping Co., Cleveland, O.
Johnson, Wm., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Trucks, Factory
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Trucks, Hand
Clark Co., Geo. P., The, Windsor Locks, Ct.

Trucks, Nail Keg
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Trucks, Stove
Arcade Mfg. Co., Freeport, Ill.

Tubing, Steel
American Tube & Stamping Co., Bridgeport, Ct.
Shelby Steel Tube Co., Pittsburg, Pa.

Turnbuckles
Merrill Bros., Brooklyn, N. Y.
Manning, Bowman & Co., Meriden, Ct.

Twines
(See also Cordage.)
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.

Twist Drills
(See Drills.)

Valves and Fittings
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Valves and Plungers
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Myers & Bro., F. E., Ashland, O.

Varnishes
Adams & Elting Co., Chicago, Ill.
Berry Bros., Ltd., Detroit, Mich.
Martin-Senour Co., The, 2514 Quarry St., Chicago, Ill.

Vases, Iron
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Ventilators
Drouve Co., G., Bridgeport, Ct.
Iwan Bros., Streator, Ill.

Ventilators, Revolving
Berger Bros. Co., Philadelphia, Pa.

Vises
Abernathy Vise & Tool Co., 331 Englewood Ave., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Leavens Mfg. Co., Vineland, N. J.
Parker Co., Chas., Meriden, Ct.
Rock Island Tool Co., Rock Island, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Williams & Co., J. H., Brooklyn, N. Y.

Waffle Irons
Ely Mfg. Co., Theo. J., Girard, Pa.
Reading Hardware Co., Reading, Pa.

Wagon Jacks
(See Jacks.)

Wagons, Coaster
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.
Hunt, Helm, Ferris & Co., Harvard, Ill.

Wagons, Delivery
Sycamore Wagon Works, 109 Edward St., Sycamore, Ill.

Wash Boilers
Berger, L. D., 59 North St., Philadelphia, Pa.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Wash Tubs
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Washers
Griffin Mfg. Co., The, Erie, Pa.

Washers, Friction
Barnes Co., Wallace, The, Bristol, Ct.

Washing Machines
Boss Washing Machine Co., Cincinnati, O.
Brammer Mfg. Co., H. F., 1469 W. Second St., Davenport, Ia.
Glascock Bros. Mfg. Co., Muncie, Ind.
Waverley Woodenware Wks., St. Joseph, Mo.
White Lily Washer Co., Davenport, Ia.

Washing Machines — Water Motor
American Washer Co., 118 Sydney St., St. Louis, Mo.
Coffield & Son, P. T., Dayton, O.

Waste
Estes Mills, Fall River, Mass.

Watches
New Haven Clock Co., New Haven, Ct.

Water Coolers
Manning, Bowman & Co., Meriden, Ct.

Water Motors
(See Motors.)

Weaners
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.

Welding Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Welding Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Well Wheels
Reading Hardware Co., Reading, Pa.
Union Elevator & Machine Co., 144 Ontario St., Chicago, Ill.

Wheelbarrows
McWhinnie Wheelbarrow Works, Poughkeepsie, N. Y.
Syracuse Chilled Plow Co., Syracuse, N. Y.

Whip Display Rack
Best, John H., Galva, Ill.

Wholesalers, Gen'l Mdse.
Butler Bros., Chicago, Ill.

Wicking
Estes Mills, Fall River, Mass.

Window Cleaners
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Window Cord
See Sash Cord.)

Window Fasteners
(See Sash Cord.)

Window Signs
(See Decalcomania Signs.)

Window Screens
(See Screens.)

Wire, Barbed
Keystone Steel & Wire Co., Peoria, Ill.

Wire Baskets
(See Baskets.)

Wire Chains
(See Chains.)

Wire Cloth
Buffalo Wire Works Co., Buffalo, N. Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Wire Clothes Line
(See Clothes Line.)

Wire Cutters
Billings & Spencer Co., Hartford, Ct.
P[illegible]er Mfg. Co., C. E., Chrisman, Ill.

Wire-Drawing Machinery
Wright Wire Co., Worcester, Mass.

Wire Fences
(See Fencing, Iron and Wire.)

Wire Goods
Andrew Wire & Iron Wks., Rockford, Ill.
Bridgeport Wire Goods Co., Bridgeport, Ct.
Buffalo Wire Works Co., Buffalo, N. Y.
Parker Wire Goods Co., Worcester, Mass.

Wire Lathing
(See Lathing.)

Wire Nails
(See Nails.)

Wire Pliers
Bonner Mfg. Co., C. E., Chrisman, Ill.

Wire Reels
Eureka Fence Co., Richmond, Ind.
Mossberg Co., Frank, Attleboro, Mass.

Wire Rope, Iron and Steel
Wright Wire Co., Worcester, Mass.

Wire Specialties
(See Articles.)

Wire Straightening Machines
Shuster Co., F. B., The, New Haven, Ct.

Wire Stretchers
Arcade Mfg. Co., Freeport, Ill.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Keystone Steel & Wire Co., Peoria, Ill.
Spring Steel Fence & Wire Co., Anderson, Ind.

Wood Screws
(See Screws.)

Wrench, Reversible Chain
Bonner Mfg. Co., C. E., Chrisman, Ill.
Williams & Co., J. H., Brooklyn, N. Y.

Wrenches
Barnes Tool Co., New Haven, Ct.
Bemis & Call Hardware & Tool Co., Springfield, Mass.
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Bullard Automatic Wrench Co., Providence, R. I.
Coes Wrench Co., Worcester, Mass.
McCabe, F. J., Shelton, Ct.
Mossberg Co., Frank, Attleboro, Mass.
Page-Storms Drop Forge Co., Springfield, Mass.
Russell & Erwin Mfg. Co., New Britain, Ct.
Star Mfg. Co., Carpentersville, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Vandegrift Mfg. Co., Shelbyville, Ind.
Walworth Mfg. Co., 128-136 Federal Bldg., Boston, Mass.

Wrenches, Fittings
Williams & Co., J. H., Brooklyn, N. Y.

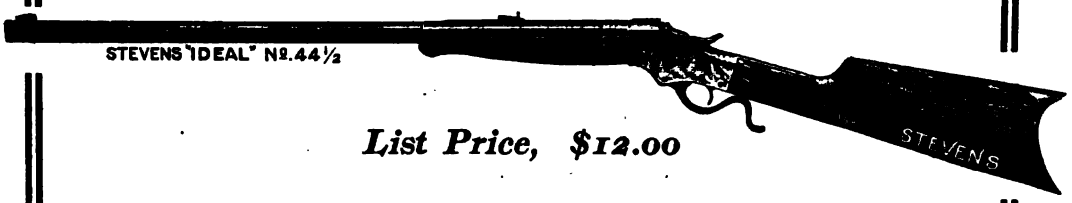
Wringers
(See Articles.)

Yarn, Lath and Fodder
Columbian Rope Co., Auburn, N. Y.

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6 Ashland St., Everett, Mass., U.S.A.

THIS IS THE TRADE MARK OF THE GENUINE

"STILLSON" WRENCH



IT IS A GUARANTEE of Quality and your Protection Against Inferior Imitations



WALWORTH M'F'G CO.

SOLE MAKERS

BOSTON, 128-136 Federal Street.
NEW YORK Office, Park Row Building.

WRITE FOR RED BOOKLET OF TOOLS

THE AJAX SELF WITHDRAWING WOOD BORING MACHINE

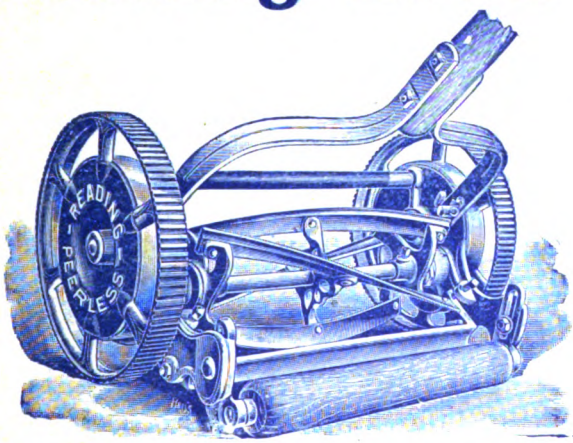


does not require a special auger
Will bore to any depth; strong and durable.. All important parts of malleable iron. -- Sold by the wholesale hardware trade

AJAX MANUFACTURING CO.
PITTSBURGH, PA.

Manufacturers of the Ajax and Phillips Wood Boring Machines. Standard and I.X.L. Saw Gummers. Collins Self Feed and Dudgeon Style Tube Expanders. Cutters, Swages, etc.

Reading Lawn Mowers



Complete line of up-to-date Mowers with and without Ball-Bearings. Finest materials and workmanship. Send for Catalogue and Prices.

READING HARDWARE COMPANY

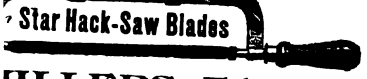
NEW YORK: 96 and 98 Reade Street
PHILADELPHIA: 617 Market Street
CHICAGO: 105 Lake Street

READING, PA.

INVINCIBLE

A First-Class Rubber Hose, 7½ ce

¾-inch 3-ply wound with heavy steel wire, complete with and bands. WE FULLY WARRANT this hose for the sea will replace any proving defective. We will be pleased to us with an order for a sample length, and have you give it



Are hard Are tough
Are uniform Are economical
Are just right

for every and all sorts of work.
them, try them, and satisfy y
self that they are as we say,
as their name signifies—all ST

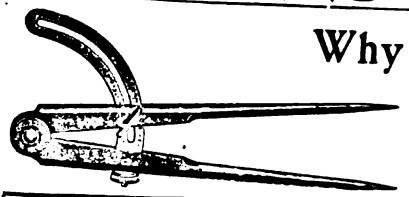
ILLERS FALLS CO., 28 Warren Street, New Yo

Nicholson File Company

General Offices:
Providence, R. I., U. S. A.



FILES AND RASPS



Why not divide your orders on Dividers and try the new "LODI DIVIDERS" as others are doing?

SPECIAL FEATURES: Sheet steel, bright finish, light weight. Brass adjusting nuts, made on a different principle than others. Best low priced Divider ever produced.

THE WM. SCHOLLHORN CO., New Haven, Conn.
MANUFACTURERS OF
Bernard's Patent Pliers, Nippers, Punches and Tools

DO YOU CARRY A STOCK?

Enough Bristol Steel Belt Lacing was used in 1907 to make over 15,000,000 one-inch joints.

It is sold through Dealers principally.
Write for our proposition AA. IT PAYS.

THE BRISTOL CO., Waterbury, Conn. NEW YORK CHICAGO



READY TO APPLY FINISHED JOINT



The KINGFISHER Trade-Mark on a silk line stands for quality first, last and all the time. For sale by every large jobber in this country.

Send for our Catalogue. It's worth having

E. J. MARTIN'S SONS Makers of the KINGFISHER Brand of Silk Lines
ROCKVILLE, CONN.

GEM Nail Clipper



Big sales and big profits. Everybody wants the Gem Nail Clipper—a simple little two-inch device that cuts and trims nails and hangnails quickly and evenly. It is well advertised and is meeting with large sales everywhere. Sells for 25c. The new sterling silver handled Clipper retails for $1.00. Each price allows a wide margin of profit.

A handsome metallic display standard free to dealers. Write for prices.

THE H. C. COOK CO., Ansonia, Conn.
Temporary Office: 505 Scott Street, San Francisco

A GIMLET POINT, ROLLED THREAD LAG SCREW



The rounded bottoms on the thread make it easy to screw into the wood. This lag screw will hold twice as much as any cut thread in the market.

The McCabe Hanger Mfg. Co.
325-327 West 25th Street, - NEW YORK

JOHN SOMMER'S PERFECTION RED CEDAR FAUCETS

First Quality Warranted Finely Finished
Made out of the Best Selected Florida Red Cedar. Only the Genuine are stamped in the wood, with our trade-mark—MALTESE CROSS.
Write for prices on all kinds of Wood Faucets.

JOHN SOMMER'S SON
355-365 CENTRAL AVENUE NEWARK, N. J.

Covert New Patent Breast Chain



Just what every teamster is looking for.

Adjustable to any length. Sizes 28-32-36-40-44 and 48-inch. XC Plate, complete.

Sold by all leading Jobbers.

Covert Mfg. Co.
Troy, N. Y.

SAMSON CORDAGE WORKS
Boston, Mass.



THE STAR SAFETY CORN RAZOR

WHY SHOULD YOU SUFFER?
Be Your Own Chiropodist

Price $1.00. Full descriptive circular mailed on request

PE BROS., 8 READE ST., NEW YORK CITY, Mfrs. Star Safety Shaving Razor

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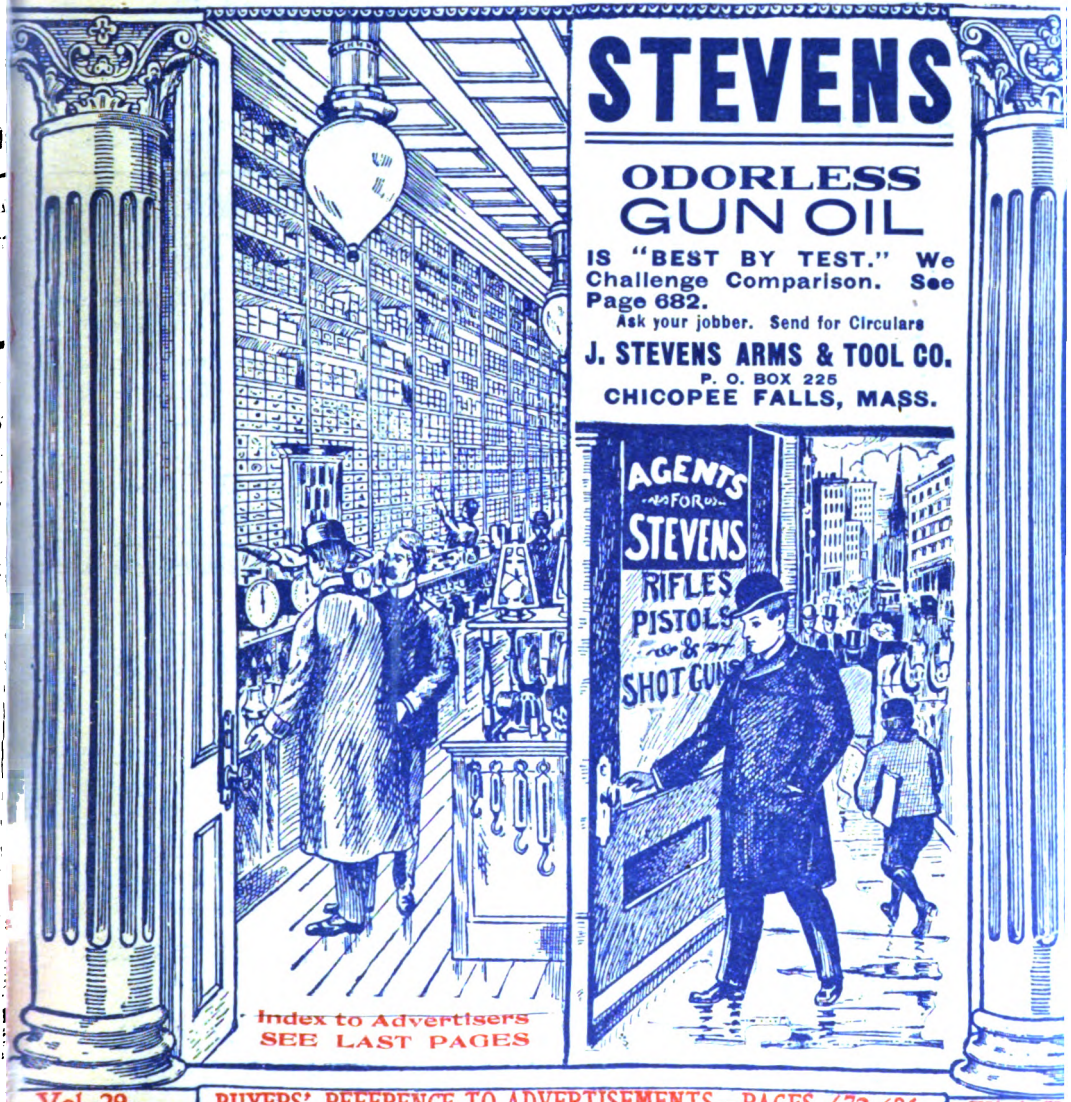
Dealer INDIA SILICATE PAT. On
Made in 59 different shapes and sizes and Coarse, Medium and Fine Grits. Send for Price List, Dept. B.
Manufacturers: NORTON CO., Worcester, Mass. Selling Agents: PIKE MFG. CO., P

TEN CENTS A COPY | MARCH 1908 | ONE DOL A YE

MAR 7 1908

HARDWARE DEALERS MAGAZINE

Published by Daniel T. Mallett at 253 Broadway, New Yo



Vol. 29 | BUYERS' REFERENCE TO ADVERTISEMENTS—PAGES 672-681 | Whole N

OMMER SPRING HINGE

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Everlasting Brazed Steel

P. WALL MFG. SUPPLY COMPANY
Allegheny, Pa.


OILERS

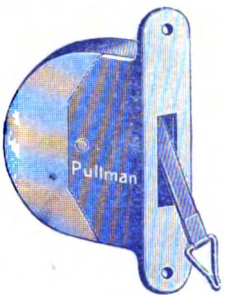
TORCHES

GONGS



HAMMONDS SLUG SHOT — Used 27 years to kill Potato Bugs, Currant Worms, Cabbage Worms, etc. *Sold by dealers in seeds all over America.* Put up in popular packages. Send for prices, etc., to **B. HAMMOND, Fishkill on Hudson, N. Y.**





Pullman Sash Balances

Have you tried them?

Easier to install than weights, and
No unsightly cords or chain to show

Let us send you our complete catalogue of Hardware Specialties

Ask also about our Screen Door Checks

PULLMAN MFG. CO.
PULLMAN COURT - ROCHESTER, N. Y.

Oldest and Largest Manufacturers of Spring Sash Balances in the World

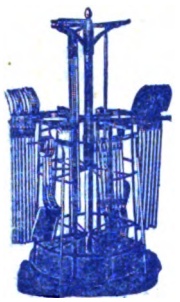


IT SELLS ITSELF

There is no argument with the "SPECIAL."
Every mechanic knows all about it.

CHAS. MORRILL 275 Broadway New York

HERRICK'S



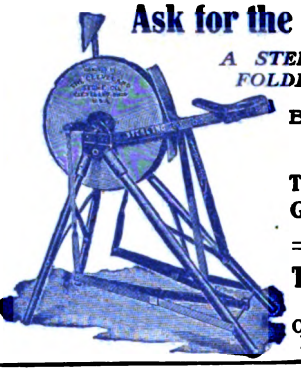
The Increased Sales

In one year will make it a **paying investment.** We can furnish proof of this statement from those now using these racks. Are you interested? If so, let us hear from you, or ask your jobber.

F. A. HERRICK CO.
Jackson, Mich.

Ask for the STERLING

A STEEL TUBULAR FOLDING FRAME



Ball-Bearing
Crated

The Best Mounted Grindstone Made

The Cleveland Stone Co.
Cleveland Chicago
New York Boston



SEND YOUR ORDERS FOR

Mason and Plasterer's Drying Stoves

TO

THE G. DROUVE CO., BRIDGEPORT, CONN.

who make the best, strongest and lightest drying stove on the market. Exactly as shown in cut. With or without brick lining and with or without top.

PRICES RIGHT Sole Manufacturers of **DELIVERY PROMPT**

THE LOVELL WINDOW OPERATING DEVICE

The best device on the market for operating long line of sash from one station, and

THE "ANTI-PLUVIUS" SKYLIGHT

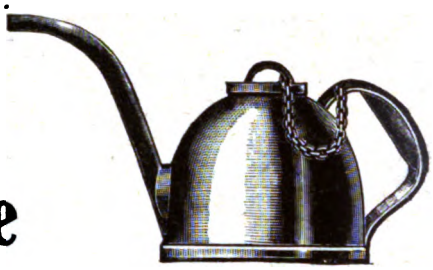
The best puttyless skylight in the world. Send for descriptive leaflets, mentioning this paper

Miller
Lock
ompany

PADLOCKS

All Uses.
All Sizes





The Best Oilers Made

Copperized and Nickel Plated

Manufactured from best quality of **Cold Rolled "Swedoh" Steel,** prepared at our Rolling Mills.

All goods subjected to a most rigid system of inspection before being packed for shipment.

All our goods guaranteed to be as represented.

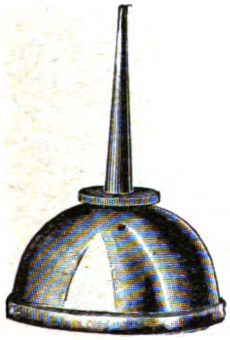


OPEN HEARTH STEEL BILLETS

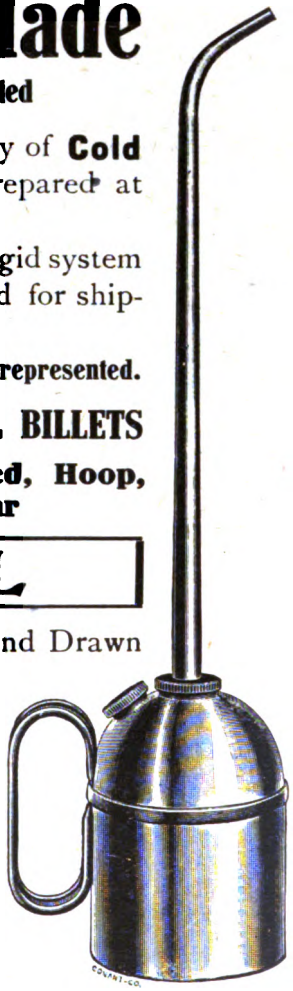
Hot and Cold Rolled, Hoop, Strip and Bar

STEEL

For Pressed, Stamped and Drawn Work, Etc.



Write us about your requirements; we shall be glad to figure with you on same.

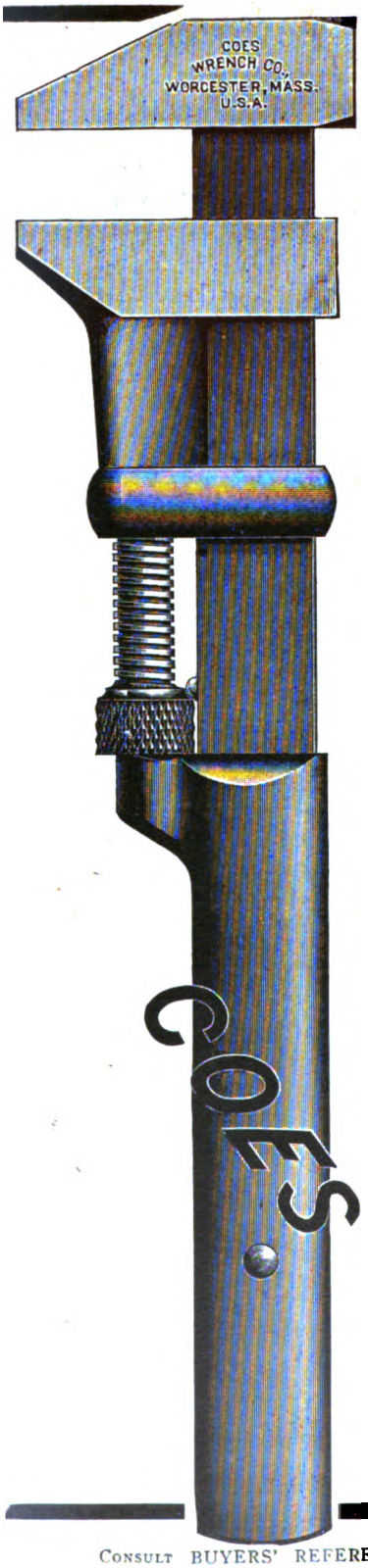


The American Tube and Stamping Co.

New York Office:
100 BROADWAY.

Main Office and Works:
BRIDGEPORT, CONN.

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WE SAVE YOU 30%

91

YOU may be able to save as much as 5 per cent. on the first cost of a wrench if you buy a "just-as-good" (?) substitute for the "Coes."

¶ But you're sure to lose at least 30 per cent. in strength, serviceability, durability and actual wrench worth.

¶ That is, while you may pay 5 per cent. **more** for the **genuine "Coes"** you are certain to get 30 per cent. **less trouble** and 30 per cent. **more service** out of the **original** than you can ever get out of **any** imitation, no matter what the price.

¶ Remember that wrench making is a fine art with us; we've been at it nearly seventy years. And every year of the seventy has brought some improvement—some closer approach to wrench perfection.

¶ Don't let your dealer wheedle you into buying a "Near-Coes" or a "Coes Pattern," or anything else in the wrench line, **except the Genuine Coes Wrench.** Look for the Star Trade Mark on the package.

¶ Made in five styles and forty-nine sizes, which range from 4 inches to 48 inches—one or more of them will meet your wrench needs. By the way—write for our Wrench Book.

COES WRENCH COMPANY
Worcester, Mass.

AGENTS { J. C. McCARTY & CO., - - 21 Murray Street, New York
JOHN H. GRAHAM & CO., 113 Chambers Street, New York

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SOME SUGGESTION BOOKS.

Suggestions for Selling

LAST month we told you something of the Advertising Service we are giving gratis to those who carry our

Yale Locks,
Yale Night Latches,
Yale Padlocks and
Y & T Blount Door Checks

in stock, and wish to push their sale.

A few words as to how our advertising advice and help is decided on will prove of interest.

Each series of the advertising of any of our products is preceded, as you know, by a book bearing the title:

"Suggestions for Selling."

It would probably surprise you to know how very carefully and thoughtfully these Suggestion Books are prepared.

The title itself is the result of no little study.

"How to Sell" was rejected, because it was an impertinence.

You know your business, and you know "How to Sell."

"Hints for Selling," sounded flippant.

And so, by the process of weeding out, the final title was chosen.

Then came the question of what should be offered as aids.

Evidently a possible customer might be reached at Home or Office; going to and from Home or Office; passing by, or in your Store.

With this as a guide, suitable matter was provided to attract his attention in these three ways.

In determining what was "suitable," every known source was drawn upon.

The head of the Department gave his opinion and lent his aid, knowledge and experience.

The correspondence files were searched to find what was needed by our customers.

The factory was asked whether it could meet extra orders.

With data thus prepared, the Advertising Manager winnowed the wheat from the chaff.

The whole book was then ready for the President and the General Manager, and not until it had the seal of approval from their judgment was it issued to you.

We have distributed many thousands of these books to the wide-awake hardware dealers who are carrying our products in stock, and we are working with them, and for them, daily.

Have you had yours?

We will have a few questions to ask you next month. Watch this space.
Our advertisement is always the second right-hand page from front cover.

Dealers' Advertising Service

The Yale & Towne Mfg. Company

9 Murray Street, New York

Talk No. 2

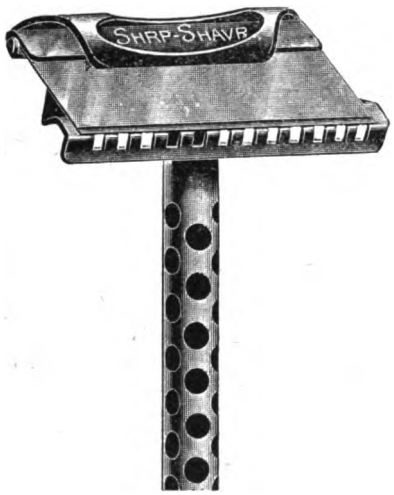
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1,000,000 SOLD

In 1908 will be our record

Shrp-Shavr Safety Razors, 25 cts.

"It's all in the Blade"



Value in Blade - -	**99 Per Cent.**
Value in Frame - - -	**1 Per Cent.**
Total -	**100 Per Cent.**

Did you ever see a man shave with *a frame* of a razor? Why invest $4.95 in a Frame and 5 cents in Blades?

Razor complete with Blade, in carton, $2.00 per dozen, delivered through your jobber or direct.

GUARANTEE

Satisfaction or money back, no questions asked.

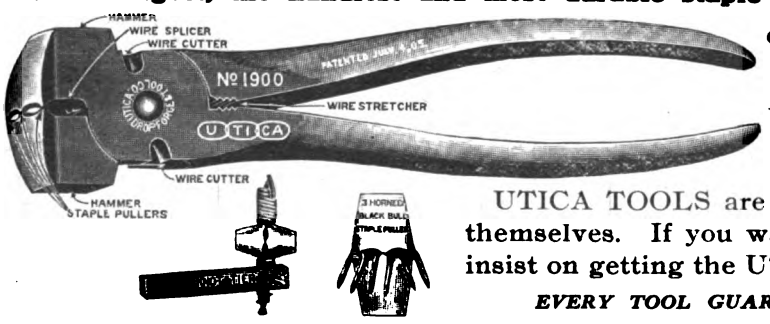
Shrp-Shavr Razor Company **Smith & Hemenway Company**

108-110 DUANE STREET, NEW YORK

See page 586 for interesting article on this little Safety Razor

THE UTICA BLACK BULL STAPLE PULLER

The strongest, the handiest and most durable staple puller made



Only the Genuine bear this Mark

U TI CA
TRADE MARK

UTICA TOOLS are in a class by themselves. If you want the Best, insist on getting the UTICA Brand.

EVERY TOOL GUARANTEED.

Write for PLIER PALMISTRY—A book on Pliers and Nippers and their uses.

NEW YORK OFFICE: 108-110 Duane Street **Utica Drop Forge & Tool Co., Utica, N. Y., U. S. A.**

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Russwin Night Latches and Display Boards

These handsome Display Boards, which are of 1⅜-inch Solid Oak, in Antique Finish, will be furnished at the regular price of the Night Latches, plus a reasonable charge for the board and mounting.

The six different Night Latches mounted on the board are displayed in working condition and demonstrate the action and appearance of the stock on your shelves.

If desired, a latch may be removed from the board and sold (boxes and directions accompany the board) and another latch taken from stock, applied in its place. We will furnish, on request, and without charge, Booklets and Envelope Enclosures with your name and address; also Display Cards, Blotters and Electrotypes.

RUSSELL & ERWIN MANUFACTURING CO.

New Britain, Conn. **Nos. 94-96-98 Lafayette St., New York**

PHILADELPHIA WASHINGTON SAN FRANCISCO CHICAGO LONDON, ENG.

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READY
and Free

¶ This is one of the numbers of our monthly catalogue for which the demand is always extra big. We allow for it liberally. But sometimes we do run out.

¶ Besides—with conditions as they are—the demand is sure to be more enormous than ever. Better write for YOUR copy to-day.

¶ You'll be glad you made SURE. On nearly every page are such prices as prove better than anything else could that we DESERVE business—from YOU.

¶ Then the Resultful Plans for using the goods in producing more business with more profit—right now—will add to the interest the book holds for YOU.

¶ Take THIS moment for the purpose. There's the paper and ink. And here's your pen.

¶ Now write "Send me catalogue No. K656."

BUTLER BROTHERS

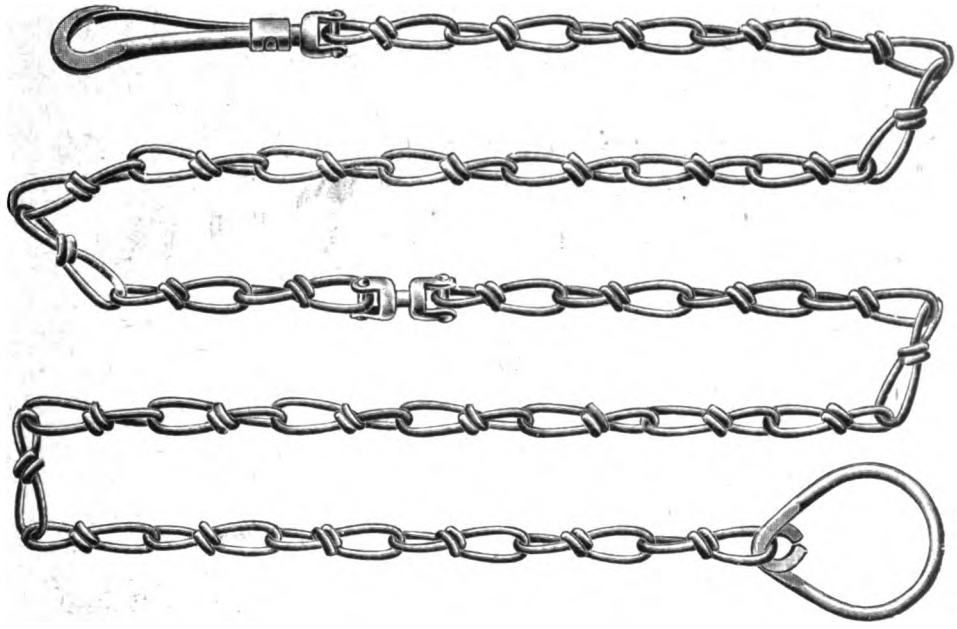
Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

Sample Houses: BALTIMORE, DALLAS

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20-Foot Long, Weighs Just 2 Pounds
Think It Over, Mr. Dealer



"BROWN" TIE-OUT CHAINS

THE LIGHTEST AND STRONGEST
IN THE WORLD

Made in 20 and 30-ft. lengths; swivel every ten feet. Fitted with stake ring and swivel snap. Also made in TRIUMPH Pattern.
A GOOD PROFIT. ORDER NOW.

MADE ONLY BY

THE BRIDGEPORT CHAIN CO.

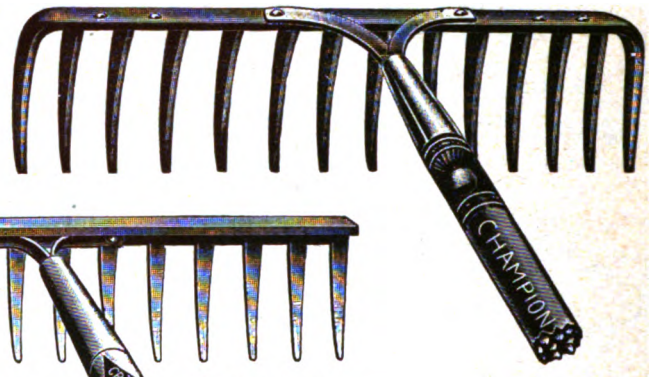
BRIDGEPORT, CONN.

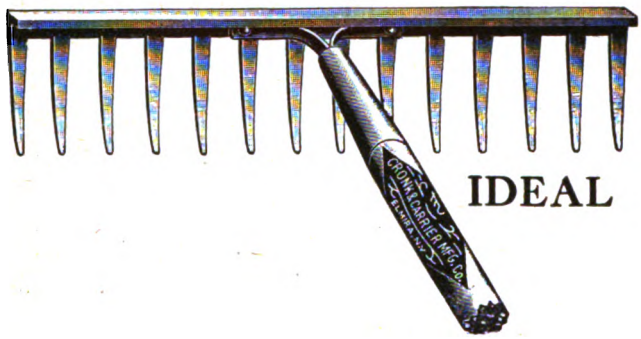
Special Representatives WIEBUSCH & HILGER, NEW YORK

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"CRONK" QUALITY—"CRONK" PRICES

CHAMPION





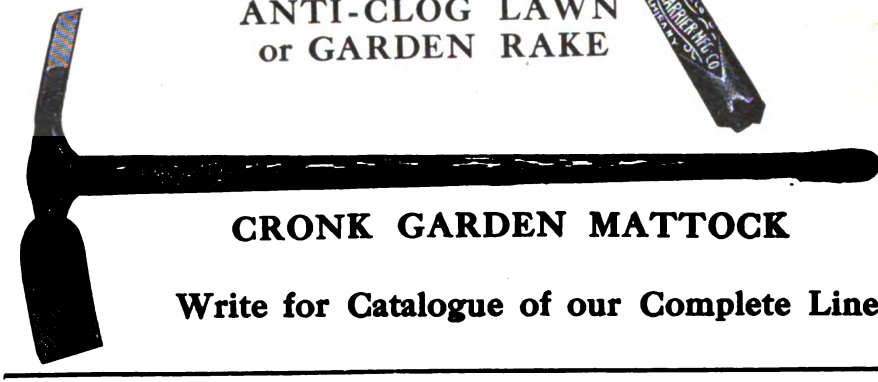
IDEAL

RIVETED WARREN PATTERN HOE





ANTI-CLOG LAWN
or GARDEN RAKE



CRONK GARDEN MATTOCK

Write for Catalogue of our Complete Line

The Cronk & Carrier Mfg. Co.

ELMIRA, N. Y.

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THE FAMOUS
"HUSTLER"
ASH SIFTER



We Create the Demand

by advertising these Sifters in the following publications:

Ladies' Home Journal
Delineator
Designer
New Idea Magazine
Saturday Evening Post
Collier's
Literary Digest
Harper's Bazar
Good Housekeeping
Current Literature
Modern Priscilla
Country Life
Scribner's
Review of Reviews
Everybody's
McClure's
Assoc. Sunday Magazine
Munsey's
Home Needle Work Magazine
Cosmopolitan
Sunday School Times
Christian Herald
Garden Magazine
House and Garden
House Beautiful
Craftsman

Works Easily. Sells Easily. Put one before your store, it will sell itself and others. Sifts the coal clean without dust or dirt. Can be as easily operated by a child or woman as by a man. Send for catalogue and prices. TO AVOID DELAY PLACE YOUR ORDERS AT ONCE.

Manufactured only by

HILL DRYER CO.

315 PARK AVE., WORCESTER, MASS.

New York Office, 1133 Broadway. **Tel. 3022 Madison.**

Following is a partial list of distributors of the Famous "Hustler" Ash Sifters:

ALBANY N. Y.
Albany Hardware & Iron Co.

BOSTON, MASS.
Bigelow & Dowse Co.
Dana Hardware Co.
Frye, Phipps & Co.
Prescott & Co.
Baldwin & Robbins Co.
Shepard, Clark & Co.
Joseph Breck & Sons Corp.
D. J. Green & Co.
Whittier Woodenware Co.

BUFFALO, N. Y.
Republic Metal-Ware Co.

CHICAGO, ILL.
Republic Metal-Ware Co.
Hibbard, Spencer, Bartlett & Co.

DETROIT, MICH.
Buhl Sons Co.

DULUTH, MINN.
Kelley-How-Thomson Co.

MINNEAPOLIS, MINN.
Janney, Semple, Hill & Co.

NEW HAVEN, CONN.
The Bronson & Townsend Co.

NEW YORK, N. Y.
Neal & Brinker Co.
Republic Metal-Ware Co.

OMAHA, NEB.
Wright & Wilhelmy Co.

PHILADELPHIA, PENN.
Biddle Hardware Co.
Seltzer-Klahr Hardware Co.

PROVIDENCE, R. I.
Barker, Chadsey & Co.

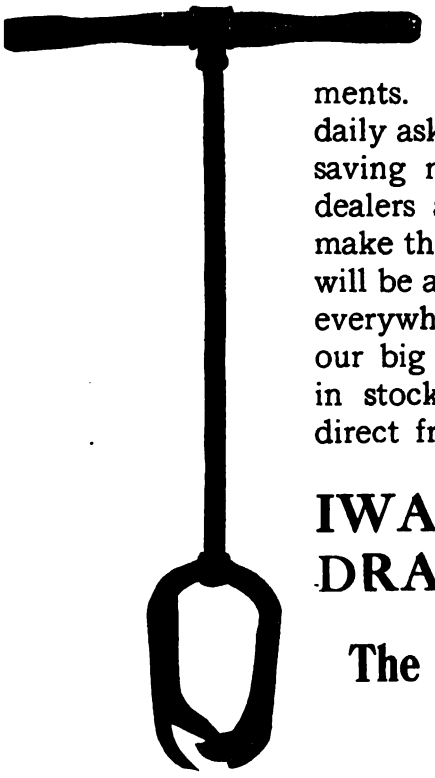
ROCHESTER, N. Y.
Mathews & Boucher.

SIOUX CITY, IA.
Knapp & Spencer Co.

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We Help You Sell IWAN AUGERS

By Our Extensive Advertising



Thousands every month read our forceful, convincing announcements. We are receiving many inquiries daily asking us particulars about this labor-saving necessity. We refer them to our dealers at the nearest point, who readily make the sale—and reap the profit. There will be a brisk demand for the "Iwan Auger" everywhere this Spring. Get the benefit of our big advertising. Have "Iwan Augers" in stock. Order through your jobber or direct from us.

IWANS' PATENT TILE DRAIN CLEANER

The Champion



Best Tool Made for Finishing Tile Ditches.

Stationary style, very neat and strong.

Sizes 4 to 8 inches. 6-foot handles.

Write us—give your jobber's name—we will quote you prices and terms.

We also manufacture Tiling, Spades, Sickle Edge Hay Knives, Revolving Chimney Tops, Wire Conductor Pipe Hangers.

IWAN BROTHERS, Streator, Illinois

Manufacturers of Hardware Specialties

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STANLEY

QUALITY, DURABILITY AND SIMPLICITY

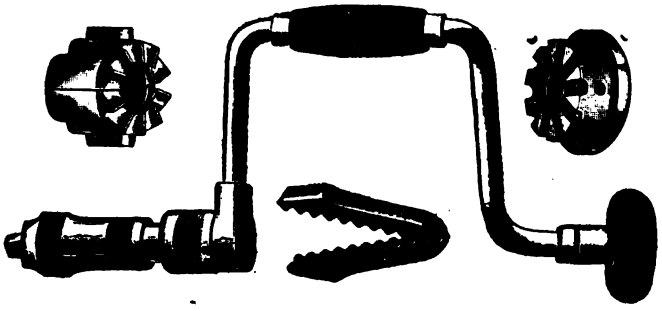
MAKE

"STANLEY'S" BRACES

the strongest and best made.

They are made in all sizes and styles and are the most complete line offered to the trade by any manufacturer in the world.

The line consists of three classes as follows:



STANLEY CONCEALED RATCHET

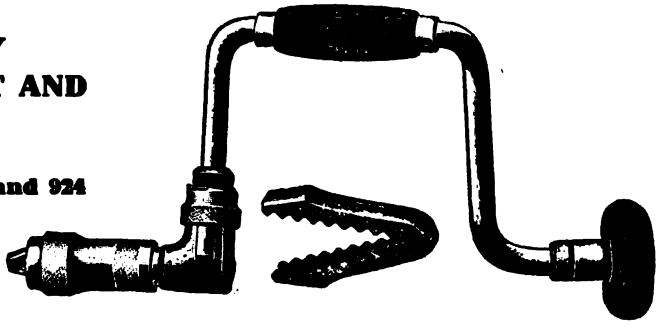
Nos. 911 and 921

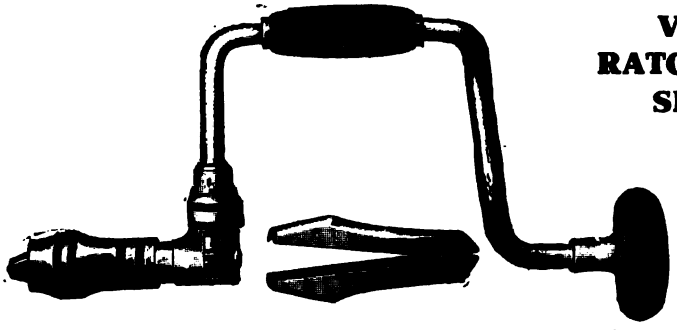
Made in 6, 8, 10, 12 and 14 inch sweep

STANLEY BOX RATCHET AND SLEEVE

Nos. 913, 923, 914 and 924

Made in 6, 8, 10, 12 and 14 inch sweep





VICTOR RATCHET AND SLEEVE

Nos. 935, 945, 955, 965, 936, 946, 956 and 966

Made in 8, 10 and 12 inch sweep

We invite comparison with Braces of other manufacturers at a like price, and if your dealer does not have them write us direct.

THE STANLEY RULE & LEVEL CO.

NEW BRITAIN, CONN., U. S. A.

Digitized by Google

CARBORUNDUM



NIAGARA SCYTHE STONES

Put up in handsome display box—three dozen in a box. An ornament to your counter, and

ABSOLUTELY THE BEST SCYTHE STONE EVER PRODUCED

Lasts longer, cuts faster, puts a keen edge on scythe or grass hook. Scythes never need to be ground if Niagara Scythe Stones are used.

Write to-day for prices—You can't afford to miss this.

THE CARBORUNDUM COMPANY

NIAGARA FALLS, N. Y.

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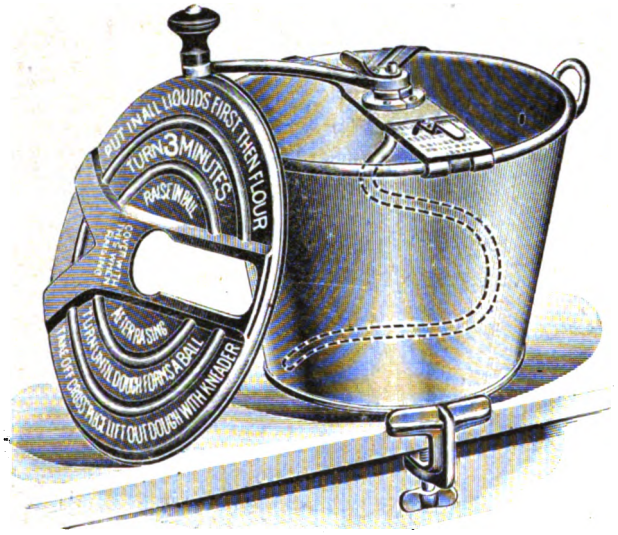
THE

"UNIVERSAL" BREAD MAKER

Mixes and kneads Bread thoroughly in Three Minutes

The hands do not touch the dough. Does away with hand kneading and makes better bread. Simple in construction, easy to operate, and economical.

Gold Medal



St. Louis 1904

Dotted Line Shows Position of Kneading Rod

The "Universal" is made in Two Sizes:

No. 4.	Capacity from 2 to 6 loaves, - - -	$2.00 Each
No. 8.	Capacity from 4 to 10 loaves, - - -	2.50 Each

Booklets, Circulars and Electrotyped Advertisements Describing the "Universal" Bread Maker Furnished Upon Request

MANUFACTURED AND GUARANTEED BY

LANDERS, FRARY & CLARK,

NEW BRITAIN, CONN., U. S. A.

Digitized by Google



This is what we've got to sell.

The merit of the goods is well known and we never allow the quality to deteriorate.

We market our product through the jobber to the retailer and do not sell catalogue houses.

Our freezers find a ready sale to the consumer and at prices that afford a good substantial profit to the dealer.

We want your business.

That's the whole story told as briefly as possible.

Catalogue for the asking.

THE WHITE MOUNTAIN FREEZER CO.

NASHUA, N. H.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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WIEBUSCH & HILGER, Ltd.

9 to 15 Murray Street, New York

Pacific Coast Offices: 438 Market Street, San Francisco, and McKay Building, Portland, Ore.

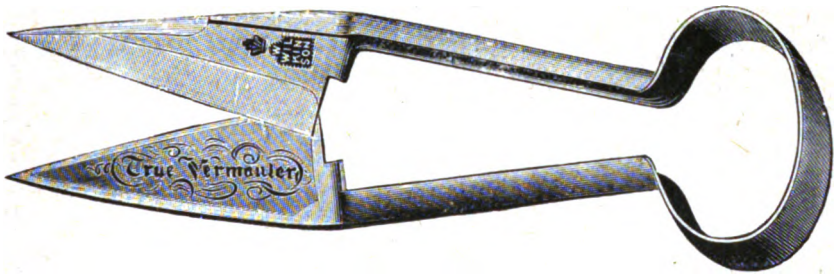
SOLE AGENTS FOR THE

Genuine English Wilkinson Sheep Shears

TRADE MARK W WIL KIN SON

To distinguish them from imitation they bear the TRADE MARKS "SOUND" and the name "WILKINSON" stamped on every shear.

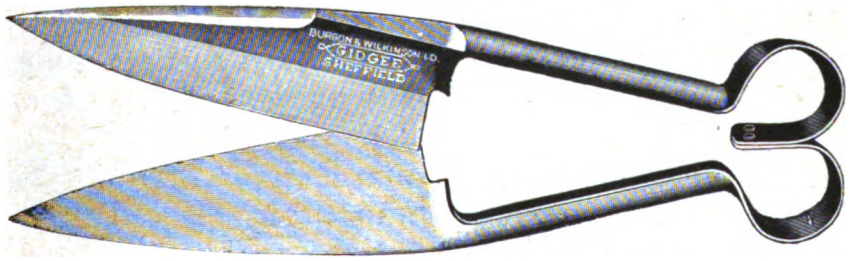
TRADE MARK SOUND



No. 3757 E

Every GENUINE Wilkinson Sheep Shear is also stamped "ENGLAND" or "MADE IN ENGLAND." ACCEPT NO OTHER AS WILKINSON'S; THEY ARE SPURIOUS.

Complete Line, suited to all sections of the United States



The Famous GIDGEE

Better Shears could not be produced at any price. IMITATIONS have neither the quality, temper, finish nor design of the GENUINE Wilkinson, which will cut WOOL better, faster, and longer than any other make.

REFUSE TO TAKE A SUBSTITUTE

You should have the Genuine Wilkinson Sheep Shears on your shelves. If you have not, you are missing a chance for business. Jobbers are supplied. Send order to yours. Write us for source of supply if you find any difficulty in getting the Genuine English Wilkinson make.

Illustrated Price List mailed to dealers sending business card and jobber's name.

Digitized by Google

OVER 50,000 TONS *of* CLINTON WELDED WIRE GOODS SOLD LAST YEAR

For over half a century we have been manufacturing wire cloth of every description, embracing woven wire fence, electrically welded wire fabrics for concrete construction, wire lath, hexagonal netting, perforated metals, etc. During this entire period Clinton Wire Goods have been the standard in their line.

Our facilities for manufacturing are perhaps best described by stating that we can furnish any mesh from any kind or size of wire that can be woven on the most approved types of power looms. Our machinery has been designed by experts, and we are thus in a position to produce goods which will prove satisfactory wherever used.

Our policy has been to produce an article first-class in every respect, and then improving the machinery on which it is made so as to reduce its cost to the lowest possible point consistent with the maintenance of this standard.

Our large and constantly increasing sales have obliged us to make frequent additions to our manufacturing plant, which is now equipped with the most up-to-date machinery embodying every improvement suggested by experience and ingenuity.

Large stocks of the standard styles of our goods are carried at our factories and branch offices, and orders can therefore be shipped on sight.

Catalogs of Poultry Netting, Galvanized Wire Netting, Wire Lath, the Clinton Fireproofing System and Perforated Metals sent free on application.

CLINTON WIRE CLOTH COMPANY

CLINTON, MASS.

Branch offices at

NEW YORK *BOSTON* *CHICAGO* *SAN FRANCISCO*

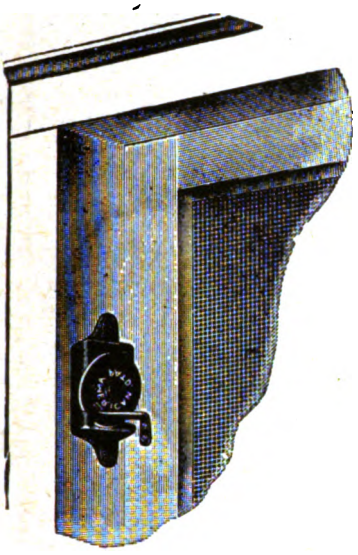
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THE No. 2 IMPROVED **AMERICAN SCREEN DOOR CATCH**

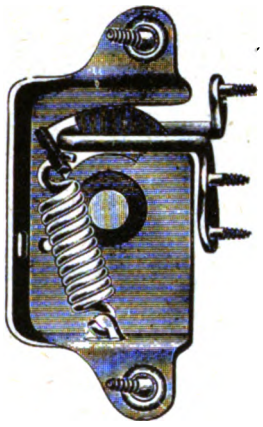
THE FAMOUS WHEEL CATCH

THE CATCH THAT LATCHES - - THE LATCH THAT CATCHES

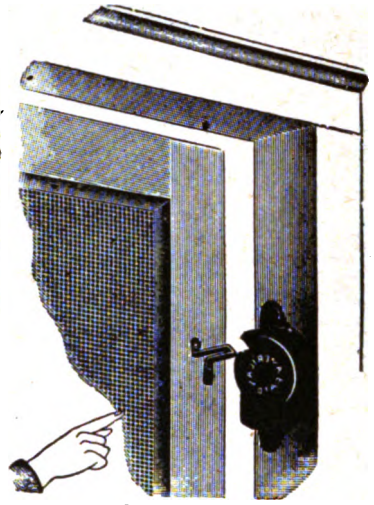
FOR SCREEN CUPBOARD CABINET DOORS



On Right Hand Door



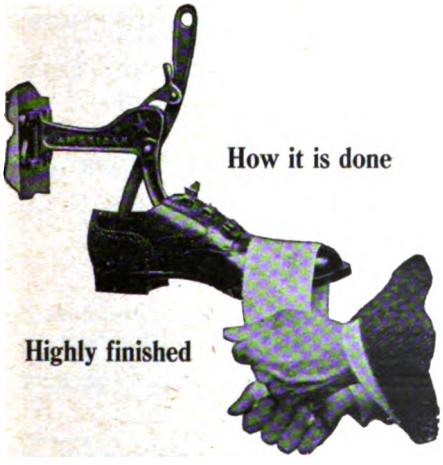
Inside View.



On Left Hand Door

WELL ADVERTISED—SELLS ON ITS MERITS.

The AMERICAN SHINER

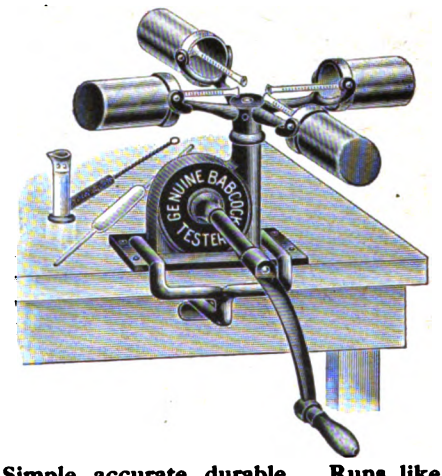


Including 3 steel lasts—men's, women's and children's; box Eagle brand shoe polish and polishing cloth.

All packed in strong pasteboard box, 3 lbs.

COLLEGE BABCOCK TESTER

For Testing Milk and Cream



Simple, accurate, durable. Runs like a watch. Working parts enclosed. Runs without noise, vibration or friction.

Outfit includes a full set of glassware, including test bottles, pipette, etc.

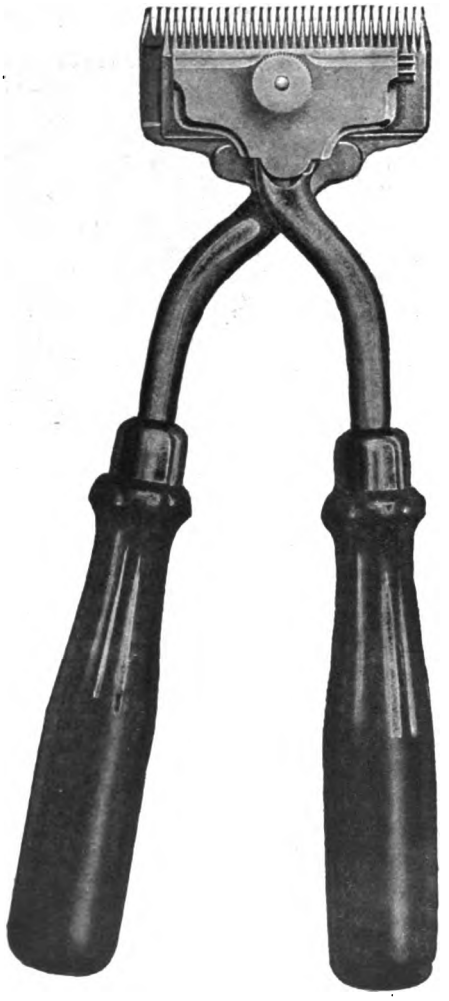
Each tester complete, packed securely in separate wood case. Weight, complete, 10 lbs.

American Hardware Mfg. Co., Ottawa, Ill., U. S. A.

1203 FULTON STREET

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COATES CLIPPERS



There must be some virtue in a clipper that increases in sales to such an extent that even doubling and tripling the production fails to overstock it.

Well there is—In the first place it is a beauty.

The principle for distributing the tension is correct.

The concave grinding is a feature.

The idea of testing each plate to a constant tone pitch is good.

Added to this the **Coates** clipper methods make it sell.

TRY IT AND BE CONVINCED

COATES B. B. 159

Coates Clipper Manufacturing Co.

WORCESTER, MASS., U. S. A.

Sole Selling Agents

JOHN H. GRAHAM & CO., 113 Chambers St., New York

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The Keynote of the "NEPONSET Proposition" is Co-operation

When we've supplied you with NEPONSET waterproof sheathing paper our work has only just begun.

It's as much to our interest as it is to yours to help you sell all you put in stock—that's what "co-operation" means.

We've told you of the NEPONSET advertising to help you sell to your daily trade.

But, important as it is, NEPONSET advertising is only a part of the work we do—it's incidental to the big broad plan to make your NEPONSET trade a success.

Write us—right now—for full details of this plan of co-operating for big results.

The time has passed when a maker can say his duty is done when he delivers the goods. For *future* business—for mutual success—we are making the "NEPONSET proposition" the best proposition under the sun. We leave it to you—isn't a proposition of such actual help *the* proposition to which to tie?

Get the "NEPONSET proposition." Get the benefit of our working plan. We want to apply this mighty force to *your* trade—*in your personal field.*

It's all simple enough—there's no red tape. Here's a product (standard for 25 years) absolutely the best of its kind. Here's an offer to give you the exclusive agency. Here's a systematic, trained organization to help you get all the trade you could hope to expect.



The time to get in on this isn't to-morrow, nor next week—***it's now***—while your field is open. It's the very minute you've finished this. Time is short and time certainly flies.

Write ***now!***

F. W. BIRD & SON, Established 1817

East Walpole, Mass.

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Samson Spot Cord



Extra quality—warranted free from imperfections.

Will wear from three to forty times as long as any other material for hanging windows.

Specified by all architects.

Called for by discerning carpenters and builders.

The Colored Spot is insurance for the user against the annoyance and expense of broken window cords.

* * * *

We also make other grades of sash cord, to meet all requirements, and everything we make is the best we can turn out at the price.

* * * *

Sash Cord, Rope, Clothes Lines, Mason Lines, Shade Cord, Ventilator Cord, Awning Line, Chalk Lines, etc.

Samson Cordage Works

Boston, Mass.

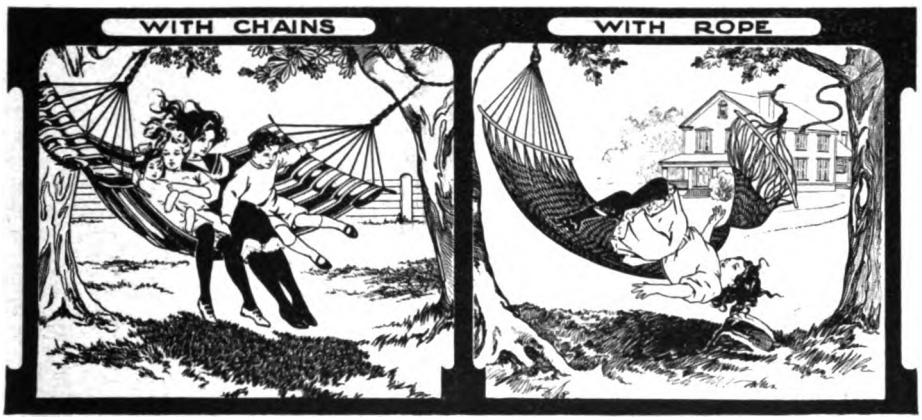
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STEEL *versus* ROPE

ONEIDA HAMMOCK CHAINS (GALVANIZED)

has made the use of rope for suspending Hammocks

CRIMINAL NEGLIGENCE



THE STRENGTH OF OUR PROPOSITION

The strongest Hammock supports made:
The simplest to put up and adjust:
Real Hammock Insurance for your Customers:
Handsome PROFITS for you:

Push Them: **Display Them:**

ORDER NOW AND TASTE THE PROFITS:

Manufactured by

ONEIDA COMMUNITY, Limited, Oneida, N. Y.

Makers of

THE OLD APPLE TREE SWING.

Write us for illustrated circular.

Digitized by Google

Alabastine

The Sanitary Wall Coating



Why You Make Money Handling Alabastine:

1st. Alabastine has a long established reputation and possesses the merits claimed for it.

2nd. It is advertised and in demand, and people come in your store and ask for it.

3rd. The margin of profit is large and it becomes an important unit in your stock.

4th. You can get from us local helps and co-operation—beautiful window displays, etc.

5th. Alabastine is attractively packed suitable for shelf or window display.

6th. Alabastine is distinct from any other proposition you may be handling and its demand can not be filled with cheap kalsomining materials.

7th. *The amount of money spent each year in advertising Alabastine is larger than the entire capital stock of ordinary kalsomine manufacturers.*

8th. This advertising has been done for more than a quarter of a century and its effect is cumulative, causing a large and constantly increasing demand on both jobber and retailer.

9th. Because Alabastine, like any other extensively advertised article, brings new customers into your store that you can sell Alabastine at a profit, and at the same time other seasonable goods. Not having a stock of Alabastine you drive those same people into the store of your competitor.

10th. Because we are using a 40-H. P. motor of advertising, third speed is on and we are going to make a run this year, 1908, that will make it a record-breaker and largely increase the profits of every dealer that stocks with Alabastine.

Alabastine Company Grand Rapids, Mich. New York City, N. Y.

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Uncle Obediah's

"BROTHER BILL"

is an actual LIFE-SIZE Lithographed Cut-out.

Holds a Real Dinner Pail

Eating a Real Lunch

The making of

Window Displays that Attract Attention

with this cut-out are simply unlimited. If you desire "Brother Bill" to represent a mason, trim the balance of the window with masons' tools—trowels, square, plumb lines, etc., etc. If a carpenter—saws, hammers, planer, etc., etc. If a plumber—wrenches, blow-torches, pipe, etc., in fact he can be made to represent any kind of a workingman who carries a dinner pail, and *every such workman buys goods sold by you.*

"Brother Bill" is Given Away FREE

to introduce the

New Line of "Prisco" Money-Back Metal Ware

Write for our proposition

The Pritchard-Strong Company

29 Circle Street **Rochester, N. Y.**

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The Niagara Lawn Spray



Ring 8 1-2 in. Heavy Brass

AS everyone wishes to see Niagara Falls, so everyone interested in hardware should wish to see the Niagara Spray. It is a wonder in simplicity, in construction and effect. It is produced as follows:

¶ Two pieces of heavy brass are used to form the NIAGARA LAWN SPRAY. The upper circle is stamped to give greater strength and to furnish the three different angles to the spray. The three rows of perforations are of very small size, and do not permit the escape of any stream of water that will wash away the dirt or injure any flower bed.

¶ The brass screw for attaching to the hose is machine turned inside and out, gives neatness, great strength and perfect fit on the hose connections. There are no loose or movable parts to get lost or out of order like the whirling sprinklers.

¶ They are regularly finished in dull nickel, but will be furnished in brass if so ordered.

¶ The NIAGARA LAWN SPRAY will last a lifetime and give the most satisfactory results of any device of the kind ever invented.

¶ The retail price is $1. For sale by all jobbers and dealers.

Our booklet "The Novel," sent free upon request, tells about our Bathroom Fittings, etc.

NOVELTY MANUFACTURING COMPANY

Specialties in Metal Goods WATERBURY, CONN.

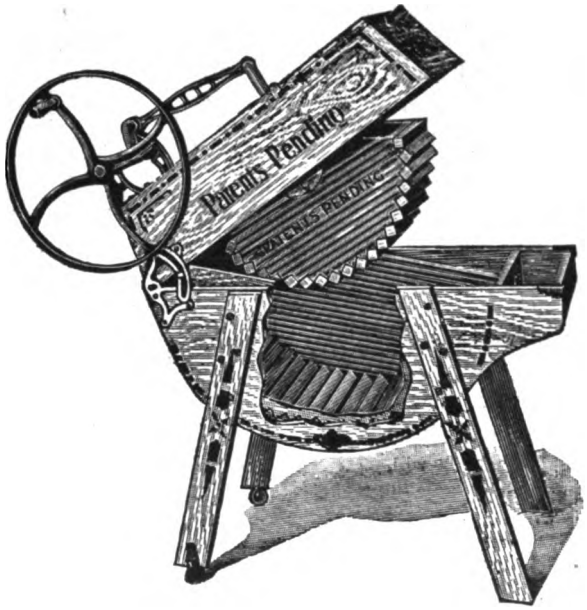
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"BOSS" CLOTHES WASHER

The only Washer constructed on the rubbing and squeezing principle of cleansing clothes, the only acknowledged and true principle for washing clothes.

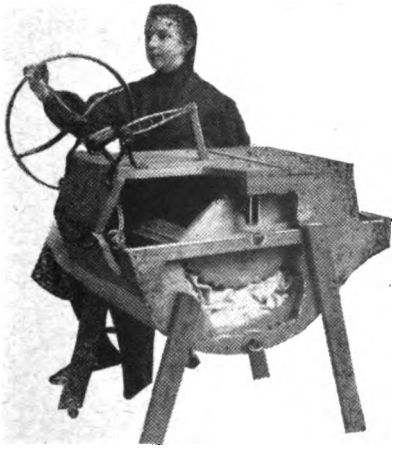
Cannot tear nor injure the clothing, and the only washer in which laces and silks can be washed without slightest injury.

Operates with less labor than other makes of washers.



Absolutely sanitary, it being the only washer that has special chamber to receive the dirt as it separates from the clothes.

BOSS Double Rub-Board Washer.



Capacity of family size washer is 10 shirts. Our label on each washer is a guarantee for perfect quality; look for it. Sells readily at a good profit.

Order Sample.

ADDRESS

THE BOSS WASHING MACHINE CO.

CINCINNATI, - - OHIO

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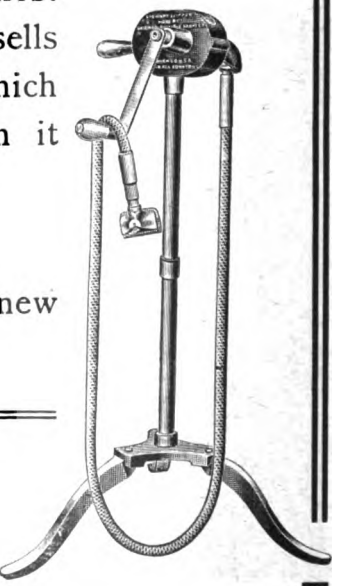
A Money Maker for your Spring Trade

Farmers and horse owners everywhere now recognize the importance of clipping horses in the early spring and it is no trouble at all for dealers to sell this

Stewart No. 1 Clipping Machine

List, only $6.75 Pacific Coast Price, $7.50

This splendid machine is carefully and sturdily made. It clips exceedingly fast and turns almost without effort. One sold to a customer sells others to his friends and neighbors, which is strong evidence of the satisfaction it gives.



Now is the time to stock it.

Your jobber has it. Write us for new 1908 dealers' catalogue.

Chicago Flexible Shaft Co.

180 Ontario Street, - CHICAGO, ILL.

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Sell One of These Machines

To Every Customer You Have Who Owns Sheep

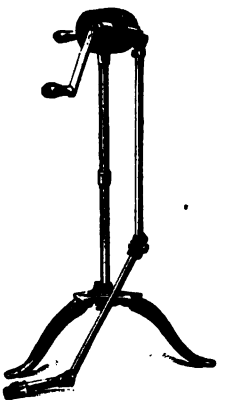
The Stewart No. 8 Shearing Machine

Retails at only $9.75, which includes 4 combs and 4 cutters. Pacific Coast Price, $11.50

This machine gets at least 20 cents worth more wool from every sheep. This extra wool pays for the machine the first season. The work is done easier and quicker than by the hand shear, and the frequent injury to the sheep such as occurs with the hand shear is entirely done away with.

Owners of sheep everywhere are rapidly adopting this machine.

Order from your jobber. Our new 1908 dealers' catalogue is yours for the asking



Chicago Flexible Shaft Co.

180 Ontario Street, - - CHICAGO, ILL.

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NAIL PULLER FACTS

Wouldn't you like to be "DEAD SURE" that every Nail Puller you sell this year would give lasting satisfaction to the user?

EVERYTHING you send out either reflects credit on your house, or it does the "other thing."

DEFECTIVE NAIL PULLERS mean trouble for Customer, Retailer, Jobber and Maker.

Why not handle Nail Pullers that are carefully made from the best material, by skilled men, and sold by the makers, who stake their reputation on them?

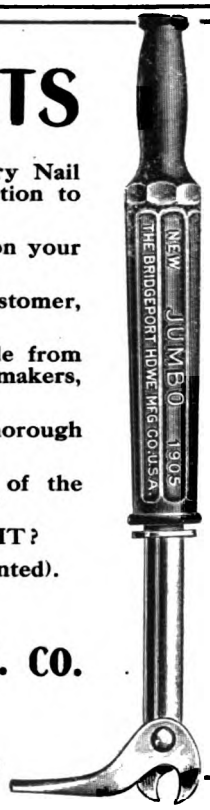
We give every Nail Puller which we send out a thorough test equal to the hardest use.

RESULT—Less than one-quarter of one per cent. of the Pullers we sent out last year failed to "make good."

Isn't that evidence enough that we make them RIGHT?

We make several different styles and sizes (all warranted).

Send for Catalog and prices to-day.



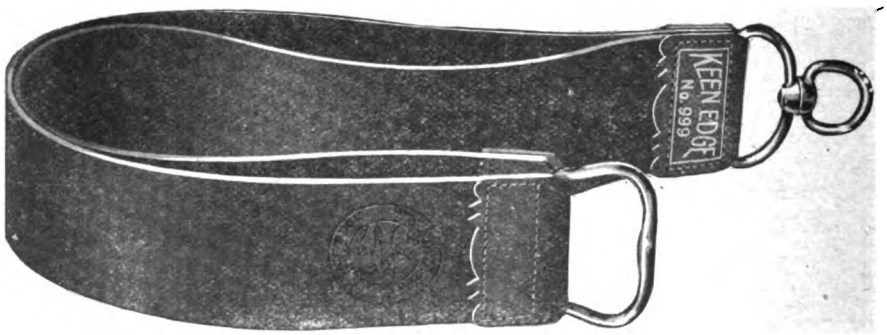
THE BRIDGEPORT HARDWARE MFG. CO.

BRIDGEPORT, CONN., U. S. A.

Branch Offices and Sample Rooms:
J. C. McCARTY & CO. 21 Murray St., New York
C. W. GAUSE CO. 309 Market St., San Francisco

THE KEEN EDGE RAZOR STROP

A RAZOR STROP RIGHTLY NAMED



STYLE 999

A Leader Combination Durable Swing Strop; made of Keen Edge Russian Shell Leather and Cordovan combined. Finished with Plated Swivel and Handle. Most elegant Strop made.

FACTS ABOUT THE KEEN EDGE RAZOR STROP

'Tis the only Strop ready for use when new.
'Tis the only Strop that never needs redressing.
'Tis the only Strop that will not gum or grow glossy.
'Tis the only Strop that always keeps the same soft, pliable surface to strop over.
It **always** produces a smooth, keen, sharp edge on a razor.

'Tis **The Strop** to increase the Razor Strop business of the dealer. Write for our price list and catalogue. Be sure our trade-mark, **Keen Edge**, is on your strops, as an article of such merit as ours is subject to imitation and infringement.

EDDY MANUFACTURING COMPANY

Makers of Keen Edge Razor Strops **WORCESTER, MASS., U. S. A.**

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Star Safety Razor

PAR EXCELLENCE



Best by Test for 30 Years

THE only safety razor with a hand-forged and concaved blade that can be automatically stropped. The only safety razor that will remove any kind of a beard with ease, rapidity and comfort to the user.



The Star Safety Razors make customers for the DEALERS

They give absolute satisfaction



The retail prices are strictly maintained for the benefit of the retail dealers.

Star Safety Razors net a larger profit than any other safety razor on the market.

In sets to retail from

$1.50 to $35.00

You can suit the consumer's purse.



We extensively advertise our razors, etc., in all the popular magazines.





Write us for our Agency Proposition, Discounts and Catalogues : : : :



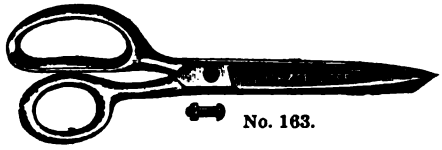
Kampfe Bros.

8-10-12 Reade St., New York

See Our SAFETY CORN RAZOR, Advertised on the Back Cover

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QUALITY TELLS | THE ATLAS BRANDS | QUALITY TELLS



No. 163.

Embody All the Essential Features Required in a Good Running Shear, with an Exceptionally Fine Cutting Edge.

Send for Catalog No. 17

THE ATLAS SHEAR COMPANY

CAST SHEARS SCISSORS TINNER SNIPS

BRIDGEPORT, CONN., U. S. A.

Ward Safety Razor

THE SIMPLEST RAZOR EVER MADE

The ONLY SAFETY RAZOR with the NATURAL SLIDING STROKE, cuts the beard and does not scrape it off like a hoe.

ONLY TWO PARTS, HANDLE AND BLADE EASILY CLEANED INSTANTLY ADJUSTABLE



Cut one-half size.

LARGEST PROFIT

Sold only through dealers. All inquiries from our big advertising campaign turned over to dealers in locality from which inquiries are received.

The selling of a WARD RAZOR means a satisfied customer, and we stand back of you in the guarantee.

More WARD RAZORS sold in same length of time on the market, and a smaller percentage returned under the thirty-day absolute guarantee than any other safety razor made.

THE WARD SAFETY RAZOR CO., 751 Star Bldg., 356 Dearborn St., CHICAGO



Good Cutlery—Good Profit

UN-X-LD CUTLERY COSTS a little more than the other kind—but gives a great deal more satisfaction. It's the kind that makes friends fast—after that—fast friends. People who buy it come back—not to kick—but to buy more goods. That's the kind of a Business Builder it is. If you care to increase your business drop us a line and we'll send a representative to talk it over. NOW—RIGHT NOW IS THE TIME ! !



UN-X-LD

Northfield Knife Company

NORTHFIELD, CONN.

Digitized by Google



Handy size and exact style of wrapping. Look for trade mark face on each box.



Photo of dollar outfit when opened. Count the 12 blades. Avoid bad imitations.

'Ever-Ready' 12 Bladed Safety Razor $1



EXTRA 'Ever-Ready' BLADES 10 for 50¢

We make and dealers sell more Ever-Ready Safety Razor Sets than all other brands combined.

The reason is plain.

AMERICAN SAFETY RAZOR CO., Inc.
320 BROADWAY, NEW YORK
Canadian Agents, International Distributing Co., 591 St. Catherine St., Montreal, Canada.

Guaranteed BEST with BEST of Guarantees

KAUFMAN ADVERTISING AGENCY, N.Y.

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Co-Operative Selling

Co-Operative—Operating, acting, laboring, striving jointly for the attainment of the same mutual benefit

—WISS

Buying the *WISS* line means that you are to have the co-operation of our Advertising and Display Departments to help you sell all your cutlery.

We have increased the cutlery sales of thousands of dealers—we can at least double your sales if you will put in stock

SHEARS SCISSORS  **RAZORS, Etc.**

The entire *WISS* line is liberally advertised in the Best Publications reaching Consumers. All inquiries and orders are always referred to *WISS* dealers.

Write at once for information about *WISS* quality and *WISS* Co-operation.

J. WISS & SONS CO., NEWARK, N. J., U. S. A.

Established 60 Years

WHY DON'T YOU SELL

SOLID YOUREX SILVER

KNIVES, FORKS, SPOONS?

COSTS YOU LESS than the STANDARD plated knife. Is absolutely better than is possible to make a plated knife and looks better after use.



PAYS YOU A BETTER PROFIT than you have ever made on flat ware. Write at once for prices.

ASSOCIATED SILVER COMPANY, 152-158 LAKE ST., CHICAGO, U. S. A.

All good shears start life with an edge—

HEINISCH

Shears hold it—hold it longest. Hold customers. We make

Tailors' Shears, Trimmers, Scissors, Tinners' Snips, Etc.

They are the "BEST IN THE WORLD"



R. HEINISCH'S SONS CO., Newark, N. J., U. S. A.

New York Office and Salesroom, 155 Chambers Street.



PERFECTION SCISSORS GRINDER

Why be with a pair of dull scissors when any man, woman or child can grind a pair on this Machine in one minute? This Machine works Automatically and is built of the best material; will last a life time; price $15.00. Liberal discount given to the trade.

Manufactured By V. P. BUCK, 82 Lincoln St., BOSTON, MASS.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

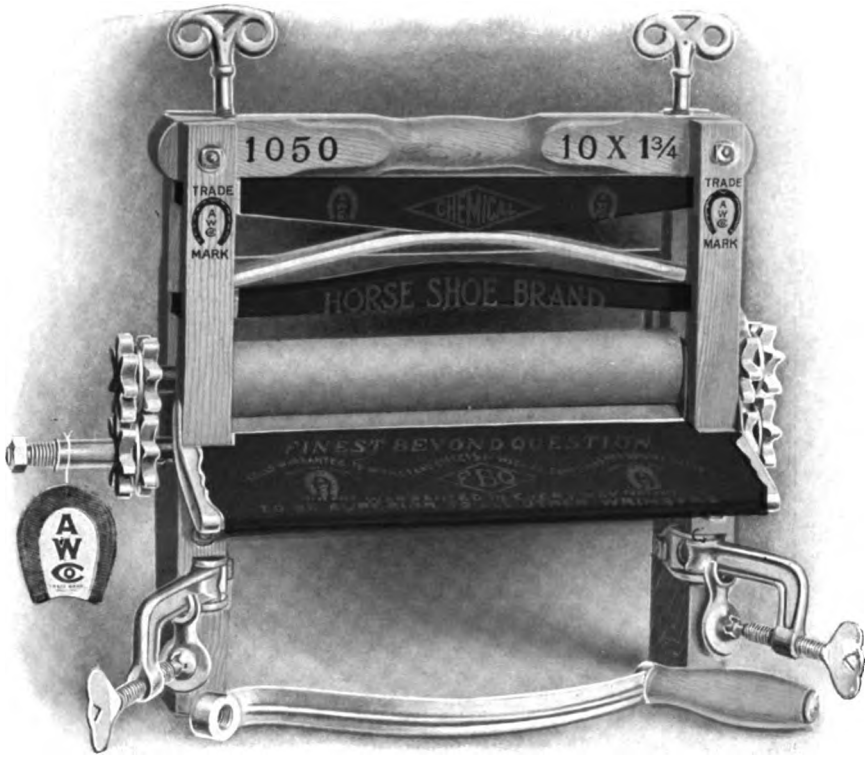
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The New Standard of Quality

CHEMICAL.

Original Dark Roll Clothes-Wringer.

Rolls will withstand the effects of chemicals contained in soap and washing compounds.



Packed 3 and 6 in a case.

Plain Bearing.	Ball Bearing.	Size of Rolls.
No. 1050	No. 1080	10 x 1¾ inches.
No. 1051	No. 1081	11 x 1¾ inches.
No. 1052	No. 1082	12 x 1¾ inches.

The 10 and 11 inch sizes will be furnished with Enclosed Cogs, if so ordered by adding letter "E" to number.

The American Wringer Co., New York.

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The New Standard of Quality

Formerly, clothes were washed with good soap, but during late years special soaps and washing compounds containing various kinds of chemicals have been put on the market, (and are extensively used,) which are especially recommended to clean or wash clothes without rubbing. While the chemicals in these soaps and washing compounds affect the fabric and dirt, they also affect the rubber and spoil the rolls in Wringers.

CHEMICAL

TRADE MARK

ORIGINAL DARK ROLL

CLOTHES WRINGER

FINEST BEYOND QUESTION

The Rolls in the "CHEMICAL" Wringer are especially manufactured to withstand the effects of these special soaps and washing compounds and to retain their original resilience. While they are warranted for five years, they will with ordinary care, give good service for at least ten years or outwear any other Wringer Roll made.

The merchant cannot recommend the "CHEMICAL" Wringer too highly, and it will be to the interest of every user of a Clothes-Wringer to pay the difference in price and take the "CHEMICAL" in preference.

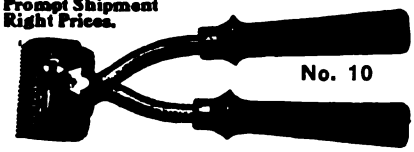
The American Wringer Co., New York.

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HOTCHKISS CLIPPERS

Simple in Design
Elegant in Finish

Standard Quality and Workmanship Guaranteed.
Prompt Shipment
Right Prices.



No. 10

Send for Descriptive Catalogue and Prices.

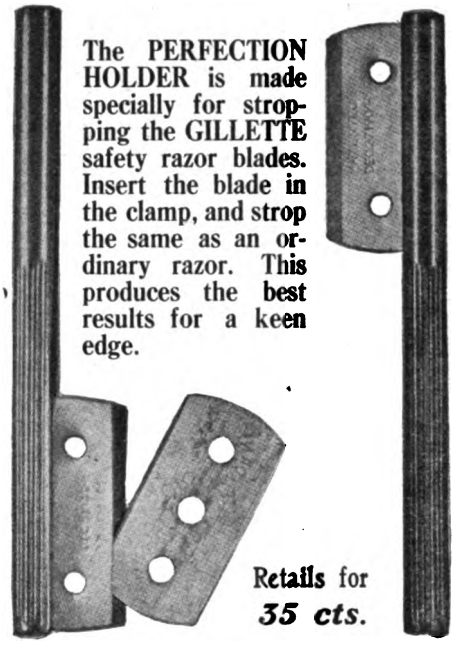
EDWARD S. HOTCHKISS
Railroad Ave., BRIDGEPORT, CONN.

Mr. Merchant:
Do You Want a Catalog—

THAT quotes net wholesale prices?
THAT saves you money on every purchase?
THAT is issued a monthly?
THAT goes to Hardware Merchants only?
THAT helps you compete with the "Catalog" house?

WE ISSUE JUST SUCH A CATALOG.
It is yours for the asking. Mention H96.

THE ROOT BROS. CO.
PLYMOUTH, OHIO



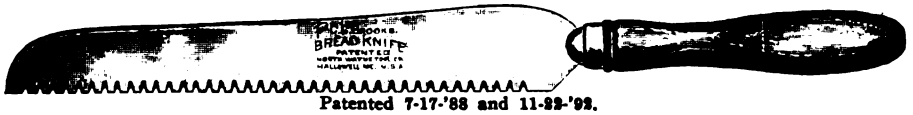
The PERFECTION HOLDER is made specially for stropping the GILLETTE safety razor blades. Insert the blade in the clamp, and strop the same as an ordinary razor. This produces the best results for a keen edge.

Retails for
35 cts.

Prices to the Trade on Application

Perfection Manufacturing Co.
7 Water St., Boston, Mass.

The Original Non-grind-off-toothed Bread Knife



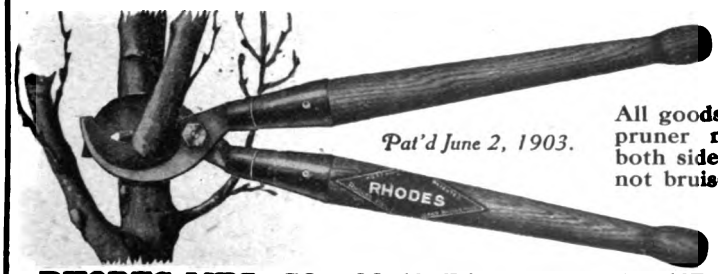
Patented 7-17-'88 and 11-22-'92.

UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

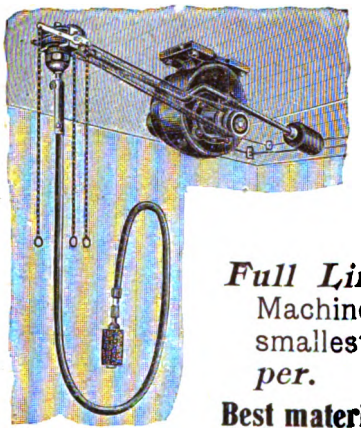
HANDLE THE RHODES DOUBLE CUT PRUNING SHEARS



and make over 40% profit. Advertised in all the Fruit Journals. Demand established. All goods delivered. The only pruner made that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes. Write for circular and prices.

RHODES MFG. CO., 22 N. Pine St., GRAND RAPIDS, MICH.

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PRIEST'S CLIPPERS

Priest's Single
No. 9
A Perfect Power Clipper and Groomer for One Operator. Direct Connected Electric Power.

Full Line—The Largest Power Machines to the lightest and smallest *barbers' hand clipper.*

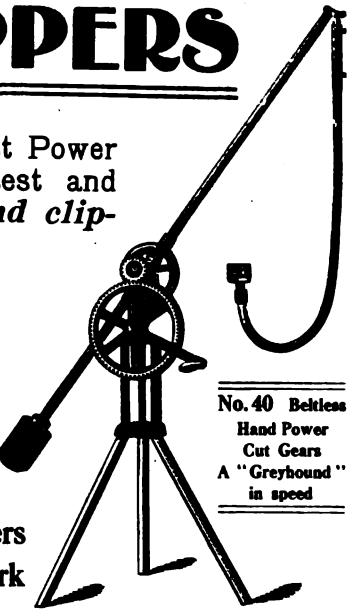
Best materials only used.

All parts interchangeable: *reduces cost of maintenance.*

Why not get posted?

Ask for Catalogues!

Jobbers quoted on request.



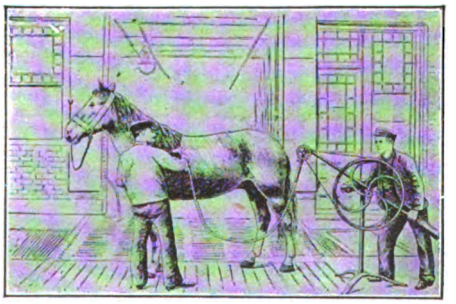
No. 40 Beltless Hand Power Cut Gears
A "Greyhound" in speed

American Shearer Manufacturing Co., Makers
Wiebusch & Hilger, Ltd., Selling Agents, New York

THE CELEBRATED

Gillette Horse Clipping AND Grooming Machines

¶ We are the only manufacturers in the world that make and sell Horse Clipping and Grooming Machines *only.* We do not make anything but Horse Clipping and Grooming Machines. *We have no Hardware Specialties.*



¶ We are so far in advance of other Machines in improvements *that we really have no competitors.* Gillette Machines give satisfaction in every way.

¶ Our claim is as broad as words can make it. The Gillette Clipping and Grooming Machine is *better* than *any other* Clipping and Grooming Machine *in every particular.*

¶ Send for our 1907 Catalogue and read about our New Patent Chain and Grooming Brush.

Gillette Clipping Machine Company 110, 112, 114 W. 32d Street NEW YORK, N. Y.

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NOW IS THE TIME

to place orders for Ice Picks, Cork Screws, Cork Pullers, Ice Cream Dishers, Spoons, Lemon Squeezers, Lime Squeezers for 1908 business.

No. 111
SPRING PICK



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements. Finely illustrated catalogue with prices and discounts will be mailed to all dealers on request.

ERIE SPECIALTY CO., Erie, Pa., U. S. A.

WINSLOW'S Skates

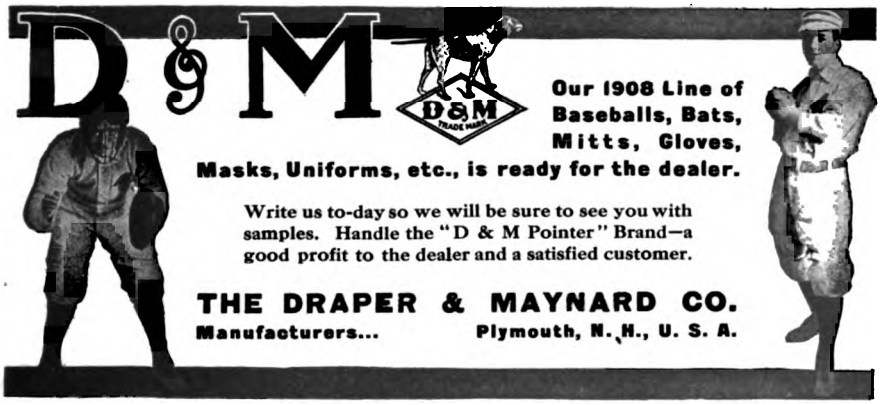
THE BEST ICE AND ROLLER SKATES

THE SAMUEL WINSLOW SKATE MFG. CO.,

SALESROOMS:
NEW YORK: 84 Chambers Street.
LONDON: 8 Long Lane, E. C.

FACTORY AND MAIN OFFICE:
WORCESTER, MASS., U. S. A.

D & M



Our 1908 Line of Baseballs, Bats, Mitts, Gloves, Masks, Uniforms, etc., is ready for the dealer.

Write us to-day so we will be sure to see you with samples. Handle the "D & M Pointer" Brand—a good profit to the dealer and a satisfied customer.

THE DRAPER & MAYNARD CO.
Manufacturers... Plymouth, N. H., U. S. A.

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QUICKEST SELLERS—QUICKEST PROFIT

HAMILTON RIFLES

Model No. 27



No. 27 is our latest and newest type of the popular Hamilton Rifle—Hammer actionof few parts and exceedingly simple—an automatic ejector which releases shell when barrel is "broken down."

The outer jacket of barrel and all working parts are of steel, having a beautiful blue-black gun finish, the stock and forearm being so designed as to give symmetry and style not usual in moderate priced rifles.

The length over all is 30 inches.

PRICE
$1.50



The barrel is tapered, 16 inches long, fitted with front knife and open rear adjustable sight and chambered for R. F. .22 caliber short and long cartridges.

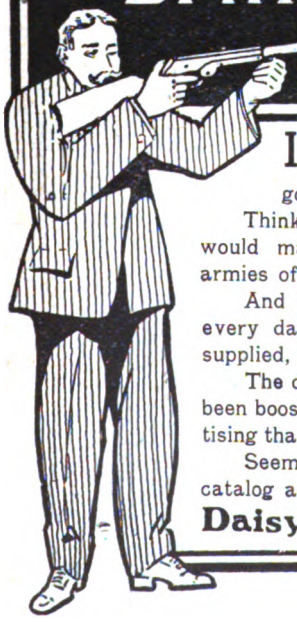
Weight, 2½ pounds; packed in cases of ten each, weight of case being 30 pounds.

UNSURPASSED IN STRENGTH, DURABILITY AND ACCURACY.

Send for our Circular describing Models No. 23, Bold Action type, $3.00; No. 19, Lever Action, $2.00 No. 15, Lever Action, $1.50. Manufactured by

THE HAMILTON RIFLE CO., Plymouth, Mich., U. S. A.

The Daisy Brings Down The Dollars



IF you've ever sold them, you know. If you haven't you are letting pass the opportunity to draw a good many dollars your way.

Think of it—the boys who own Daisy Air Rifles to-day would make an army larger than the combined standing armies of the world.

And the beauty of it is, more air rifles are being sold every day. Don't fear that the trade will ever be fully supplied, until the supply of boys gives out.

The demand exists this minute right in your town—we've been boosting it year after year by means of magazine advertising that reaches over Four Million boys and their parents.

Seems as though it was up to you. Why not write for catalog and name of our nearest distributor?

Daisy Mfg. Co., Plymouth, Mich.

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BARNEY & BERRY



ICE SKATES



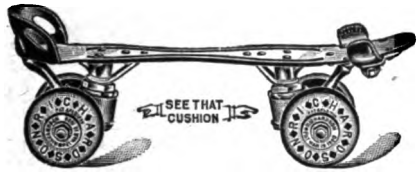
ROLLER

Lead in

Quality, Design, Operation.

Prices right. Catalogs ready.

BARNEY & BERRY, Springfield, Mass., U. S. A.



RICHARDSON

Cushion Frame, Anti-Jar, Ball Bearing

Roller Skates

"The Good Kind," used exclusively in all of the largest and most successful rinks in America. Write for the most complete ROLLER SKATE CATALOGUE ever published. Tells how to open and operate Roller Rinks.

Richardson Ball Bearing Skate Co., 501 Wells Street, Chicago

Union Hardware Company

TORRINGTON, CONN., U. S. A.

New York Office: 95 Chambers Street

Roller Skates

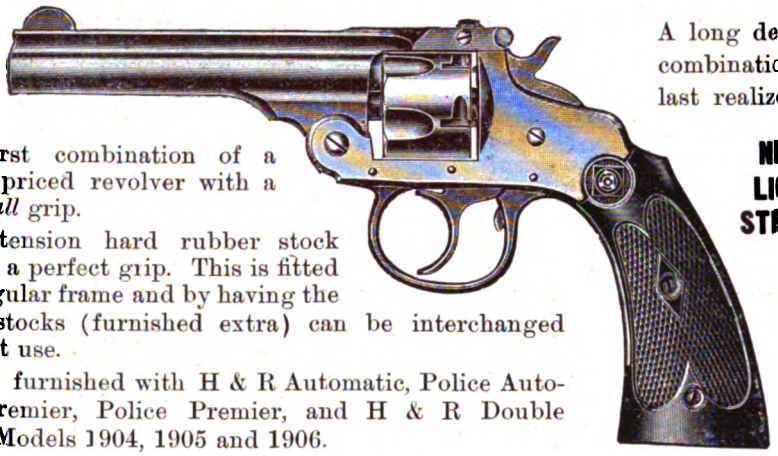
We make all styles. Rink or Extension. Plain or Ball Bearing. Men and Women's



No. 15 Men's Ball Bearing Rink Skate. Hemacite or Steel Rolls.

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THE NEW H&R TARGET GRIP



A long desired combination at last realized.

NEAT
LIGHT
STRONG

The first combination of a medium priced revolver with a perfect *full* grip.

An extension hard rubber stock affording a perfect grip. This is fitted to the regular frame and by having the regular stocks (furnished extra) can be interchanged for pocket use.

Can be furnished with H & R Automatic, Police Automatic, Premier, Police Premier, and H & R Double Actions, Models 1904, 1905 and 1906.

Look for the target trade-mark

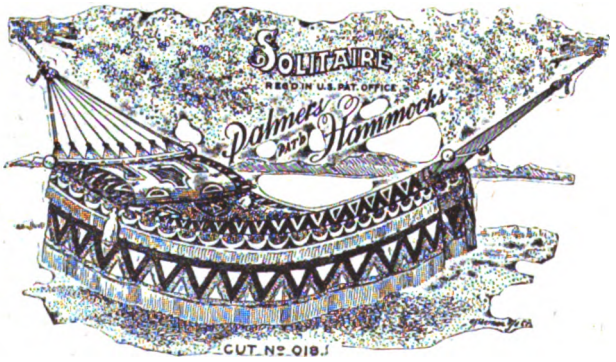
Supplied by the jobbing trade. Leading dealers everywhere sell H & R Firearms. Write for catalog.

Harrington & Richardson Arms Co.

222 Park Avenue, Worcester, Mass., U. S. A.

Palmer Hammocks

Palmer's line of Hammocks has received twenty-two medals and awards at various expositions.



Send for 1908 Catalog showing 112 Colored Illustrations.

The I. E. Palmer Co., Middletown, Conn.

New York Office: 55 Worth Street

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TIN CASH BOXES

The Cheapest and Best

Prompt Shipments for 1908.

Fishing Tackle Boxes
Tin Letter Boxes, Etc., Etc.



MERRIAM MFG. CO.

DURHAM, CONN.

EVERYTHING IN
Tin Boxes for Hardware Stores

SOLIDHED THUMB TACKS



Celluloid Colors, Brass, Steel, and Numbers
Solidhed Display sells tacks

Supplied by jobbers
Hawkes-Jackson, Makers, New York

Profit For Dealers

Hundreds of dealers write us that they have no bigger money maker than the great car for children, famous everywhere, the

"Irish Mail"

Remember
There is only one "Irish Mail." The name is printed in large letters on the seat. It's the car that is geared for speed, yet built so low it doesn't upset. Means loads of fun and health building exercise for the boy or girl. Write for free catalog.

Many are ordering in carload lots. It sells at sight and **there is big profit in it for you.**



Hill-Standard Mfg. Co.,
4587 Irish Mail Ave.,
Anderson, Ind.

BICYCLES

400,000 Bicycles Sold in 1907

WHAT ABOUT 1908?

It's up to you

YOU CAN GET YOUR SHARE BY SELLING

ADLAKE AND CROWN





NONE BETTER

BICYCLES WITH GENUINE FAUBER ONE PIECE CRANKS ARE BETTER AND SELL BETTER

1908 CATALOGUE READY **ALSO PRICES THAT WILL PLEASE YOU** **SAMPLES SUBMITTED**

GREAT WESTERN MFG. CO., La Porte, Ind., U. S. A.

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THE

Air-Cooled and Water-Cooled

CORBIN

Runabouts and Touring Cars

MOTOR VEHICLE CORPORATION, New Britain, Conn.

A Double Key Harmonica to Retail for Twenty-five Cents
The first offer of its kind ever made

Fr. HOTZ HARMONICAS

Present another one of their money making styles. A line of Harmonicas brimful of excellent sellers from 10 cents to $1.00, retail. We advertise and help you sell the goods, besides giving you a big profit and good value for your customers.



No. 07. The Drum Major. This Harmonica is tuned in two different keys and can be played from both sides. Has 16 double holes, 32 reeds, nickel plated cover. This is a regular concert style instrument, with all reeds in perfect tune, and is the only double Harmonica on the market to-day that can be sold for 25 cents and give satisfaction.

Ask your jobber

No. 07

Apply for a catalog to

Fr. Hotz, *475 Broadway New York*

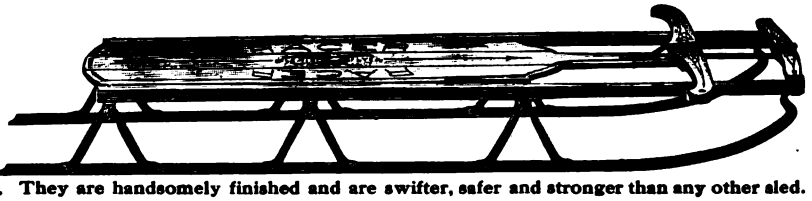
Canadian Office, 76 YORK STREET, TORONTO

FLEXIBLE FLYER "The Sled that steers"

Sells easily because boys and girls want the fastest and best sled on the hill.

FLEXIBLE FLYERS are the most popular sleds on the market to-day.

FLEXIBLE FLYERS will outlast three ordinary sleds.



They are handsomely finished and are swifter, safer and stronger than any other sled.

Made in six sizes, from 36 to 101 inches long.

FLEXIBLE FLYER RACER, 56 inches long, a sled built especially for speed.

Prices and illustrated catalogue on request.

S. L. ALLEN & CO., Box 1100 H Philadelphia, Penn.

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DON'T MISS A
GOOD THING



Cut Full Size.

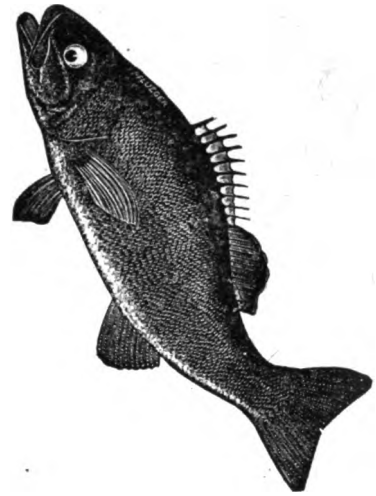
CROWN SEAL CORK OPENER
LIFTER
EXTRACTOR

NO. 4 WOODEN TUBE
NO. 4½ METAL TUBE

MOUNTED ON A 1 or 2 DOZEN CARD

C. T. WILLIAMSON Wire Novelty Co.
54 Badger Avenue NEWARK, N. J.

PFLUEGER'S
FISHING TACKLE



HOOKS, FLIES, TROLLS, SPINNERS, PHANTOMS, REELS, FURNISHED LINES. EVERYTHING IN FISHING TACKLE

NOTICE—Free to Any Dealer in Sporting Goods, Sent Express Prepaid, 170 Page Illustrated Catalogue No. F. 25. Metal Fish Sign in 8-Color Lithograph.

The Enterprise Mfg. Co.
AKRON, OHIO

THE MOTOR CAR EQUIPMENT CO.

What you ask for, you want—and you want it at once, not in the indefinite "sometime," but in the definite "now." You will never be told at The Motor Car Equipment Co. that "It isn't in stock but there is something just as good." We always have in stock the standard high-grade automobile supplies and accessories, domestic or imported.

Send for Catalogue

55 Warren St. NEW YORK

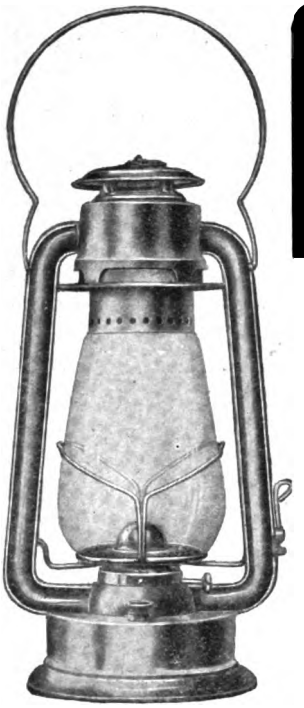
DEALERS, WE MAKE
BIG AND LITTLE
WATER MOTORS



"Really and truly," the only line which will be found satisfactory from the standpoint of the dealer and user. Why not put a few in your show window and let us refer our inquirers to you?

LIPPINCOTT W. M. & I. CO.
Newark, N. J.

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HAM'S "MATCHLESS" No 2 COLD BLAST LANTERN

Remember, HAM'S are the only genuine "COLD BLAST" LANTERNS on the market

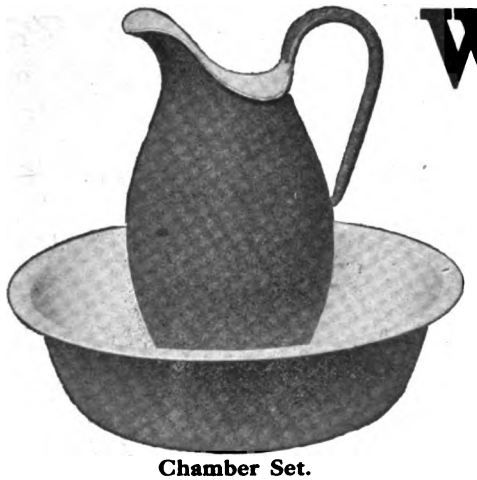
That's why they excel all other makes in burning qualities; a thorough comparative test in a strong wind will convince you as to that.

We are not giving away life-sized pictures, but we are making lanterns that have all the latest improvements and we can guarantee them to be perfect in every respect, or we will replace with perfect goods. The old saying "A satisfied customer is the best advertisement," holds good every time you sell a HAM lantern, as they are bound to please.

Think it over. Don't you think it would pay you to handle Ham's Lanterns? They cost no more than inferior goods, still they are worth more.

Let us send you one of our handsome new catalogues. Address "Dept. L."

C. T. HAM MFG. CO.
ROCHESTER, N. Y.



Chamber Set.

Waking Up

After a period of partial inactivity the Business World is taking on new life. "More Scared than Hurt" is the almost universal verdict. There is business to be had, and the people who go after it energetically, tactfully and persistently will get it.

Our line of

Lava and Volcanic Enameled Ware

commends itself to every up-to-date Dealer as a Business Getter because of its many good-selling and good-wearing qualities. We are constantly adding new things, among which is our new Chamber Set as shown in cut. Write us for Illustrated Catalogue, Prices and Free Sample Wash Basin.

Mention Hardware Dealers' Magazine.

THE CLEVELAND STAMPING & TOOL COMPANY
CLEVELAND, OHIO

ROBT. F. HALL, Portland, Ore., Pacific Coast Agent. SPENCE MFG. CO., Agents, St. Paul, Minn.

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Goods Well Displayed are Half Sold



No. 225. Height, 21¼ inches; Width, 16¼ inches.

THE PROPOSITION

This latest offer in Hohner goods consists of a beautiful, attractive stand combined with a dozen Harmonicas in assorted styles and keys. The stand is a masterpiece of both the artist's hand and originality. It is lithographed in four colors and gold, and supported by a substantial easel. The Harmonicas are fastened on new patented clamps which hold the goods firmly and display them to advantage. The Harmonicas sold can at all times be replaced by new goods. The assortments are gotten up to retail at three different prices, namely, 25 cents, 35 cents and 50 cents. All the different assortments offer the dealer a profit of 50 per cent., including this excellent display card, of which the illustration shows that which we cannot say in words and which he can use indefinitely.

50 Per Cent Profit and We Help You Earn It

THE DIFFERENT STYLES

No. 225. Consists of one new Hohner display card with a dozen Harmonicas to retail at 25 cents each. The Harmonicas are made up in three different styles with an assortment of keys in each display.

No. 235. Consists of one new Hohner display card with a dozen Harmonicas to retail at 35 cents each. The Harmonicas are made up of the five best selling styles in the Hohner line and there is an assortment of keys on each card.

No. 250. Consists of one new Hohner display card with a dozen Harmonicas to retail at 50 cents each. The Harmonicas are made up of five different styles which are selected from the best sellers. In each assortment there will be found all the different keys required.

For Prices and Particulars, apply to **M. HOHNER, 475 Broadway, New York** Ask Your Jobber

Founded in 1828
But always Up-to-Date

Baeder, Adamson & Co.

PHILADELPHIA
NEW YORK
BOSTON
CHICAGO

Manufacturers of

Sand Papers

IN EVERY FORM

Flint Paper, Garnet Paper, Emery Paper, Emery Cloth

You take no risk on the Quality
We make only the Best!

Learn to Swim

BY ONE TRIAL



Sell readily and produce good results. Every dealer should be well stocked with this popular device for swimming.

Price to Trade:

No. 1, $2 per doz., retails at 25 cents each.
No. 2, $3 per doz., retails at 35 cents each.

Sold by jobbers throughout the United States, Great Britain and Australia.

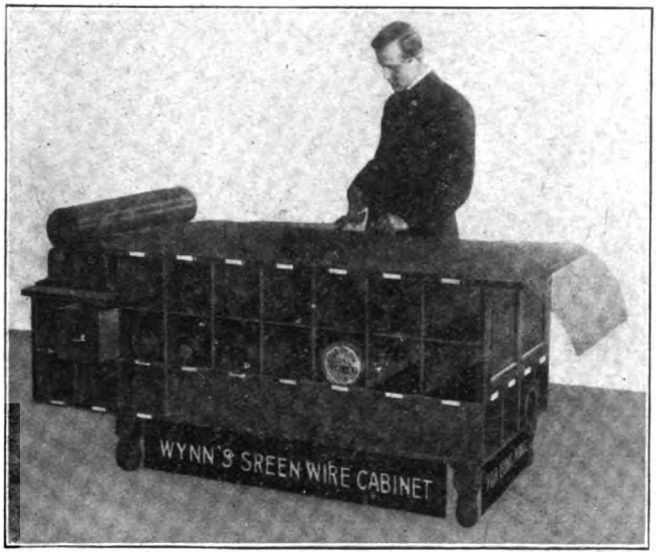
These goods are extensively advertised in leading publications such as Ladies' Home Journal, Collier's, Saturday Evening Post, Youth's Companion, etc.

Department stores, toy stores, druggists, stationers, seashore houses, sporting goods dealers and general merchandise retailers make big sales by displaying the water-wings in their stores and windows. Three color show cards for exhibition, and circulars for distribution sent with every order.

AYVAD MFG. CO., Hoboken, N. J.

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WIRE CLOTH CABINET



For storing and measuring wire cloth. Top especially ruled for cutting glass. Two revolving rollers hold the roll of wire cloth and keep from loosening while measuring

Height of Cabinet, 32 inches; length, 70 inches; width, 32 inches; made of solid oak.

A useful, durable and handsome fixture. Will last a lifetime.

Save time and increase your profits by using a device made for the purpose. Write for price list and circulars.

ROLLER CABINET WORKS, Sterling., Ill, U.S.A.

BLACK **Silk** STOVE POLISH is the NAME



IT PRESERVES THE IRON

and prevents rust in storage and in transit

A stove on sample floor never needs but one good polishing with Black Silk Stove Polish. If it becomes marred or shop worn, all that is necessary is to sprinkle with water and rub down with hard polishing brush. No more polish is required.

You will not recognize the value of Black Silk Stove Polish the first week, month or year that you use it. It lasts longer, goes further and makes the shine that stays.

STERLING, ILL., U. S. A.

The HOME of

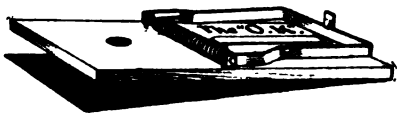
Station O ***Black SILK Stove Polish***

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ABINGDON TRAP COMPANY

ABINGDON, ILLINOIS, U. S. A.

RAT, MOUSE, GOPHER and GAME TRAPS



Ready For Action.

O. K. GOPHER TRAP

"IT" Mouse Trap. Buy it — Try it —



"IT"

A little trap with a big record.

Sure to catch and sure to hold.

The O. K. Gopher Trap we furnish both with and without sides. Directions for setting on each trap.

EASY TO SET



Cut Showing Gopher Approaching Trap.



HATCHETS

COMBINE

Quality, Style and Finish

AT A REASONABLE PRICE

SEVEN STYLES

Inquire of your Jobber or write Makers



YOUR stoves will sell much quicker, and at a better price, if polished with Black Kid Stove Polish.

This is the best of all the good stove polishes made.

Six or twelve five-pound cans to a case. Your jobber has it.

Established 1850 Incorporated 1891

Gerts, Lumbard & Co.

Brush Makers

Ask for our Special Hardware Catalogue "G"

208 and 210 Randolph St., CHICAGO, ILL.

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Give Your Customers "The Horse"

"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With every order for Dixon's Graphite Axle Grease, we will give the dealer a quantity of these booklets to distribute among such customers as are interested in horses. ¶ Get sample copy 55-I of this booklet and see how valuable it is—free on request.

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J.

Snow Flake Axle Grease

TRADE MARK

The Grease to Buy

The Grease to Sell

The Grease to Use

The Snow Flake Axle Grease Company

MANUFACTURERS

FITCHBURG, MASS.

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6-5-4 Brings Trade

6-5-4 requires less capital than you are now investing in Screen Enamel and Stove Pipe Enamel—6-5-4 is both and more

6-5-4 is the only preparation suitable for use on Gas Cooking Ranges; it is very thin and black and dries in 10 minutes.

You make more profit, make it oftener and easier, on 6-5-4 than on anything else.

6-5-4 sells itself, shines itself and pays for itself; it will be half gone before the bill is due.



6-5-4 makes new customers for you and brings them to your store; our advs. tell them what it is for and how to use it.

6-5-4 is a "repeater;" every can you sell brings you another customer and her friends.

Send for free booklet—"That's the Secret"

CROSBY & CO.

46 JEFF. AVENUE DETROIT, MICH.

THE MARTIN-SENOUR CO.

MAKERS OF

MONARCH HOUSE PAINT — 100 Per Cent. Pure

SENOUR'S FLOOR PAINT — (The Standard Brand)

RED SCHOOL HOUSE PAINT — The Reddest "Red" for Barns, Roofs, &c.

E-Z FLOOR AND FURNITURE STAIN — "Wont mar white" "Bears walking on"

MARTIN'S WHITE ENAMEL — "The white that stays white"

and a Full Line of Paint and Varnish Specialties.



DROP US A LINE

for our beautiful four-color, illustrated catalogue. We will mail it to you gratis.

2514 to 2520 Quarry Street and Archer Avenue
CHICAGO, ILLS., U. S. A.

142 and 144 Inspector Street
MONTREAL, CANADA

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Do You Sell Paste?

IT'S CLEAN BUSINESS AND CLEAR, LIBERAL PROFIT—when you sell

JELLITAC

The Paste in Powder Form

In Cases of 36 Cartons

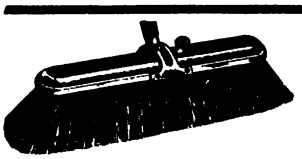
A two-pound roll makes a bucket of heavy, wet paste. Instantly prepared with *cold water.* Produces the whitest and cheapest paste obtainable. No loss to the dealer from souring, moulding, lumping, etc. Clean, sanitary, handy. *A Splendid Seller the Year Round.* Write for prices and a full-sized carton free.

ARTHUR S. HOYT

"THE MAN WHO MAKES JELLITAC"

West Broadway, cor. Chambers St., New York

ELIMINATE DUST BY USING THE DUSTLESS BRUSH



Reduces Dust 97 Per Cent.
Used by over 100,000 Merchants

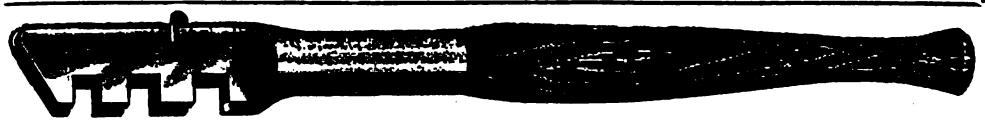
You can have a Dustless Brush on 30 days' trial.
We prepay express charges.

Ordinary sweeping simply stirs up the dust and fills the air with dust particles which settle down on your goods and furnishings. You stir up the same dust day after day. The Dustless Brush does not **STIR UP,** but it **WIPES UP** the dust. It deadens the dust in sweeping, absolutely preventing it from rising. Its proper use is the next thing to a scrubbing and the work is accomplished with the rapidity of ordinary sweeping. It keeps the floors fresh and clean. All the dirt and dust is removed each time you sweep.

Use the Dustless Brush and Save Money. Sell it and Make Money.

Liberal discounts to dealers in quantities.

MILWAUKEE DUSTLESS BRUSH CO., 120 SYCAMORE STREET MILWAUKEE, WIS.



The **"King of Glass Cutters"** are made to cut—the rolls are manufactured from the finest Novo steel, with sheet steel heads and nickel-plated shank. *Our prices are all right.*

THE HART MANUFACTURING CO., Unionville, Conn.

BARRETT'S STANDARD GLASS CUTTERS



25 styles and they all cut. On the market 15 years and used the world over. Cannot we interest you?
Write for prices. **W. L. BARRETT, Mfr., Bristol, Conn., U. S. A.**

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STEPHENSON BAR BELT DRESSING

PRESERVES BELTS - PREVENTS SLIPPING

For years the Belt-man in all industries has seen STEPHENSON Dressing advertised in his favorite paper. After once using it, he comes back for more.

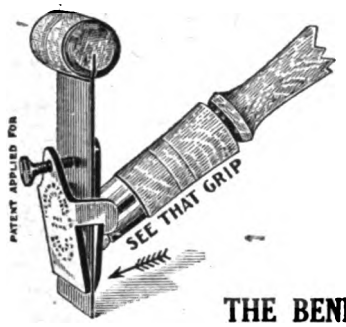
The reason: *Quality and Results.*

We cater to the jobbing trade; are loyal to it; *print* our discounts, which are liberal, and stand by them.

Merchants who *know*, appreciate these facts and profit accordingly.

Stephenson Mfg. Co., Albany, N. Y.

THE BENNETT ADJUSTABLE SCRAPER



SOLID STEEL. FINE NICKEL FINISH.
RIGID BLADE--NO CHATTER--NO KICK

Use any Blade to the Last Half Inch—Compare it with the Best. **SELLS ON ITS MERITS.**

Position of Blade or Handle Changed Instantly to Suit the Work. No Special Blade Necessary.

MANUFACTURED BY

THE BENNETT MFG. COMPANY, BUFFALO, N. Y.

WHITING'S BRUSHES

for the

WHITE SQUADRON

The largest order ever placed by the

UNITED STATES GOVERNMENT

For **Paint, Varnish, Kalsomine** and **Whitewash Brushes**

Awarded by the U. S. Navy Department to

John L. Whiting & Son Co., Boston

Amount of order, $34,586.15

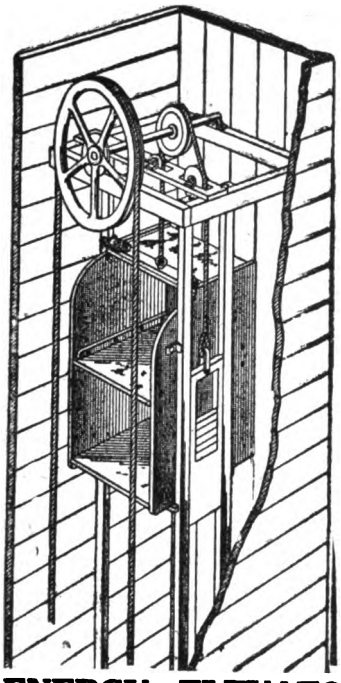
Quality best - Prices lowest

Manufactured only by

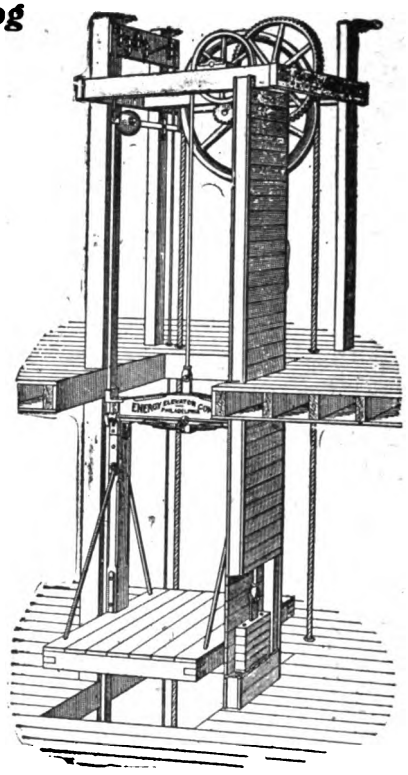
JOHN L. WHITING & SON CO., 690 to 700 Harrison Ave., **Boston, Mass.**

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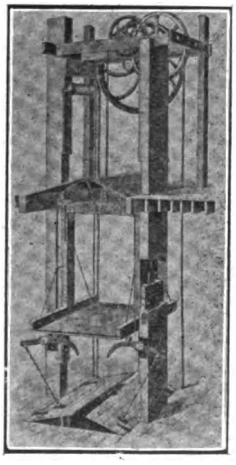
We shall be glad to send you Catalog describing



The Little Beauty Dumb-Waiter
The Rapid Transit Dumb-Waiter
The Energy Dumb-Waiter
The Little Giant Dumb-Waiter
The Side Post Hand Elevator
The Back Guide Hand Elevator
Hand Power Passenger Elevator
Carriage or Warehouse Elevator
Belt Power Elevators
Basement Lifts
Power Attachments for Hand Elevators



ENERGY ELEVATOR COMPANY
214-218 New Street, PHILADELPHIA, PA.



ELEVATORS
AUTOMATIC
HATCH DOORS
DUMB WAITERS
And all Appliances for Same
Manufactured by
O'Neill Elevator Co.
626 Cherry Street,
PHILADELPHIA, PA.
Send for Catalog

HOTTEST ON EARTH



LET US PROVE IT
Small in size. Only two inches thick. Guaranteed.
No. 16
AUTO TORCH
Price each, $3.75 net
The Turner Brass Works
61 PARK AVE. SYCAMORE, ILL., U. S. A.

Big Margins In Stimpson Steel Pitless Wagon Scales
Stimpson Scale & Mfg. Co
100 Park Place,
Northville, Michigan



Send for Catalogue and Prices

PREVENTS DRAFTS, DUST AND WINDOW RATTLING.





IVES' PATENT
Window Stop Adjuster.



PATENTED.
The only Stop Adjuster made from one piece of metal with solid ribs and heavy bed that will not cup, turn or bend in tightening the screw. Manufactured only by The H. B. IVES CO., New Haven, Conn., U. S. A. (Fifty-page Catalogue Mailed Free.)

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Superior to All Other Blocks

"THE CHICAGO MALLEABLE IRON"

The Strongest and Lightest Tackle Block on the Market.



Fitted with Loose Hooks

SHELLS: Sides and centers are of malleable iron, well riveted together, with edges rounded to protect the rope.

HOOKS: Are of forged steel.

STRAPS: Do not bind sheaves, because they pass through slots in shell and extend to the extreme bottom.

PINS: Do not turn, as they are made with a head on one end which fits snugly in the square slot on one side shell and cotter on the other end. Pins are of steel.

SHEAVES: Are of grey iron.

Blocks are made so that sheaves can be changed —common to patent or self lubricating bushed. Blocks fitted with loose hooks kept in stock.

We can supply blocks fitted with stiff or loose swivel hooks, shackles, rings, etc., on short notice.

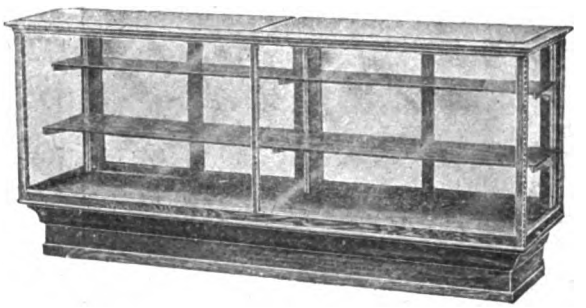
WRITE FOR PRICES.

Made by Union Elevator & Machine Co.,

144-6 Ontario Street, Chicago.

The Case With a Conscience and Dependable Fixtures

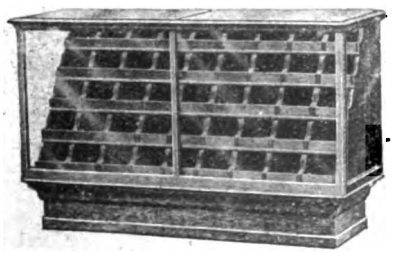
appeal particularly at this time to certain classes of buyers.



1st—The man who was going to re-equip before the slump, but has decided to wait awhile. We can show him how he can afford to go ahead.

2nd—The man who would like to re-equip, but has decided to do so only in part, if at all. We can give him what he wants at prices that he won't feel.

3rd—The man who decided he would, then that he wouldn't and now is ready to. We can give him prices that suit and SPOT DELIVERIES.



4th—Then there's the man who wants a special case or two. We can give him not only prices but ideas that he'll appreciate.

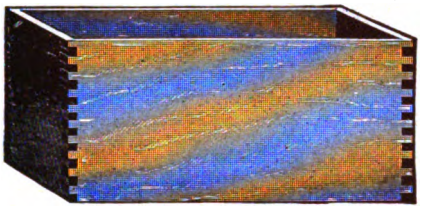
Tell us and we'll tell you—STRAIGHT

GRAND RAPIDS FIXTURES CO.

938 Jefferson Ave, Grand Rapids, Mich.
703 Washington Ave., St. Louis, Mo.
303 Main Street, Cincinnati, O.

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INTERCHANGEABLE LOCK-CORNER SHELF BOXES
FOR THE HARDWARE TRADE.



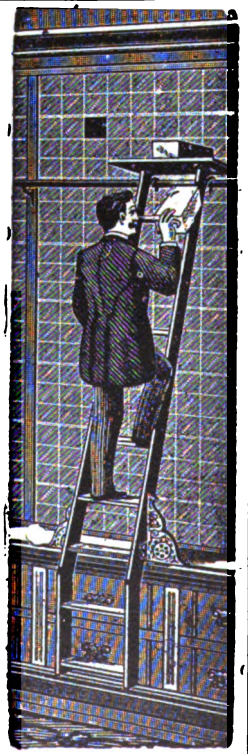
THE A. H. GREEN CO.,
97-101 Warren St., NEW YORK.



Steel Nickel Plated Show Case Brackets

NASHUA TILL CO.
MANUFACTURERS OF
Alarm Cash Drawers
Nashua, N. H., U. S. A.

ROLLING STEP Ladders for Stores



No modern store is equipped up-to-date without the

BICYCLE STEP LADDERS

as part of its outfit.

We make Ladders to turn corners; to fit all kinds of uneven shelving; to work where floor is slanting; to fit any special requirements—and more Ladders than all other houses combined.

Ask about the new noiseless track.

CIRCULARS FOR THE ASKING

THE BICYCLE STEP LADDER CO.

65 Randolph Street
Chicago, Ill.

EASTERN AGENTS **H. N. YOUNGS, 180 W. 74th St., N.Y. City**

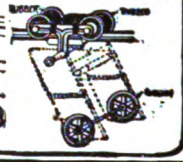
F. E. MYERS & BRO., Ashland, O.



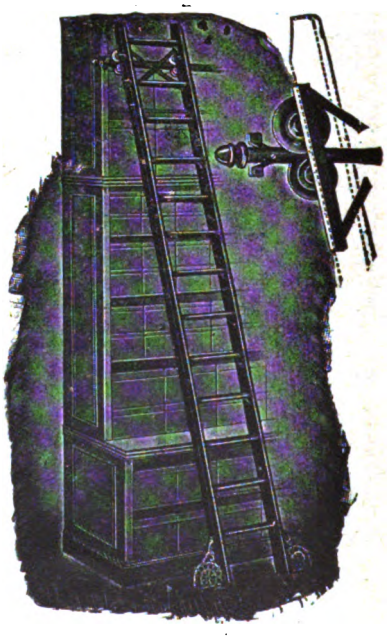
STORE LADDERS

NOISELESS. CUSHION TIRE.
Best and Most Complete in the Market. Write for Descriptive Circular and Prices.

MFRS. Pumps, Hay Tools, Barn Door Hangers, &c. Largest and Best Line in the World

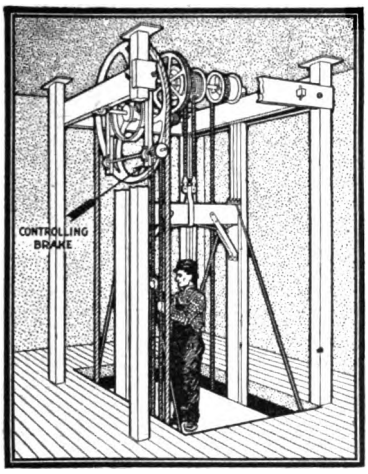


SHELF BOXES
TO ORDER
HENRY H. SHEIP MFG. CO.
Columbia Ave. and Randolph St., Philadelphia, Pa.



SEND FOR No. 22 CATALOGUE
Coburn Trolley Track Mfg. Co.
HOLYOKE, MASS.

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E. & P. elevators combine economy and simplicity with superior service, safety and satisfaction.

Easy to Control

Elevator Safety is assured by this Improved Screw-Brake

IT IS—swift, positive, powerful in action—simple in construction—the admiration of all experienced mechanics—an exclusive feature of every Eaton & Prince hand-power elevator.

Eaton & Prince hand-power elevators are carried regularly in stock in Chicago in both corner-lift and center-lift patterns in various sizes.

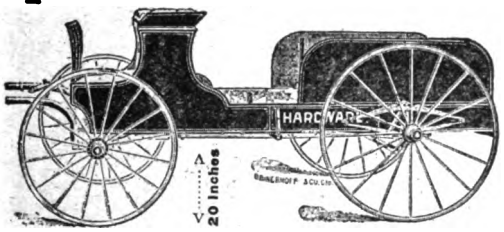
We are thereby enabled to ship promptly upon receipt of order.

Illustrated plans, details, sizes and prices in Folder No. 44 will permit you to *intelligently* order on the spot—send for it to

EATON & PRINCE COMPANY
CHICAGO

Built Upon Honor

Up-to-Date Hardware Delivery Wagon

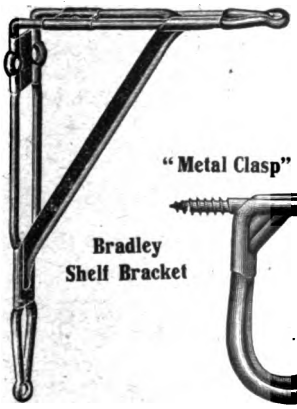


for progressive hardware dealers. Easy to load and light of draft. Best grade only.

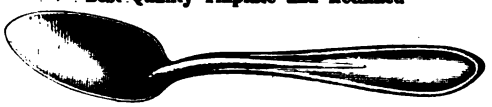
Free Catalog upon Request.

Sycamore Wagon Works
109 EDWARD ST., SYCAMORE, ILL.

QUICK SELLING HARDWARE SPECIALTIES



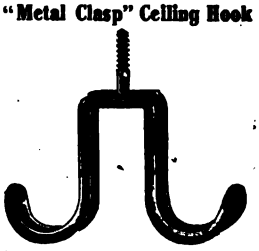
Bradley Shelf Bracket



Best Quality Tinplate and Retinned

"Metal Clasp" Coat and Hat Hook

"Metal Clasp" Ceiling Hook

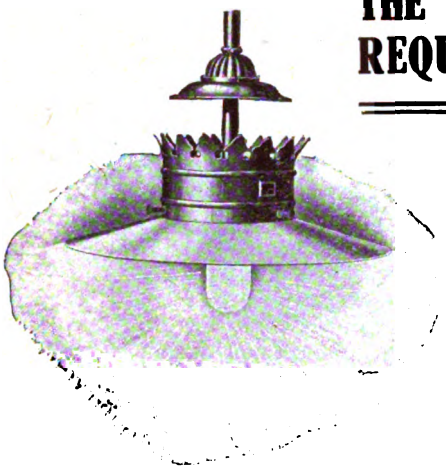


These goods, on account of their construction and low price, are trade winners in every sense of the word, as they will give perfect satisfaction to the purchaser and to the retailer, and practically sell themselves. Write for prices.

THE ATLAS MFG. CO., New Haven, Conn.

New York Representatives: J. C. McCARTY & CO., 21 Murray St.

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THE EVERREADY GAS SYSTEM REQUIRES NO GENERATING

Nothing like it now on the market. No worry, no work, no odor, no smoke. NOISELESS. Always ready for instant use. Turn on the gas and light the same as city gas. Can be installed for a very small amount. Send for descriptive matter at once.

EVERREADY GAS COMPANY
Department No. 9
Lake and Curtis Streets CHICAGO, ILL.

BURNS AIR!! Yes! Most Wonderful Invention

One Generator makes Gas for All Lights

Edison System Installed

SHIPPED ON TRIAL

Type 65 Fancy

ARGUMENT OR NO ARGUMENT

Unless you have an "EDISON GAS SYSTEM" you haven't good light. There is no lighting System in the World that has met with such wonderful success as the "EDISON GAS SYSTEM." When you buy get the BEST—Investigate—The more you do the more certain we are of your order. We absolutely guarantee "EDISON GAS SYSTEMS" to please you and to please each and every one of your valued customers.

Over 65,000 Edison Gas Lights in Daily Use

We Ship Samples to Any One on Approval. WRITE TODAY

We Absolutely Guarantee SATISFACTION

Consolidated Gas & E. Co.
116½ East Lake St. CHICAGO, ILL., U. S. A.

INVESTIGATE—The more you do the more certain we get your order. COME AND SEE US

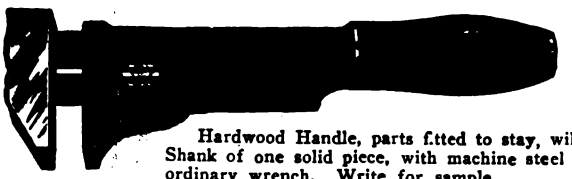
HANDY WRENCHES

THE MARK OF QUALITY
B
THE BILLINGS & SPENCER CO.
HARTFORD

A set of 5 of our new General Service Wrenches, (10 openings) put up in a serviceable kit bag, especially adapted to use on Autos, wagons, on the farm, etc. They are light, long and strong. Our new pocket catalog describes them and many other tools.



THE BILLINGS & SPENCER CO.
Hartford, Conn.



THE VANDEGRIFT WOOD HANDLE SCREW WRENCH

Hardwood Handle, parts fitted to stay, will not crack or break. Lower Jaw and Handle Shank of one solid piece, with machine steel studs inserted clear to base. Will outlast any ordinary wrench. Write for sample.

THE VANDEGRIFT MFG. CO., Shelbyville, Ind. New York Office, 108-10 Duane St.

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Combination Pipe and Nut Wrench



Mr. DEALER:

B & C

Are the Wrenches that you are offering the trade the best in the market? If not, then they are not Bemis & Call's.

If you have made up your mind to increase your trade among the mechanics, then you need as first assistant Bemis & Call's Wrenches. They are acknowledged perfect in adaptability and construction.

Send for our Catalogue. It will interest you

BEMIS & CALL HARDWARE & TOOL CO., Springfield, Mass.



Adjustable "S" Nut Wrench





"Agrippa"

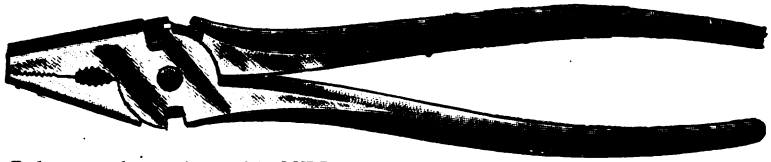


Is the single Jaw Chain Wrench which will absolutely accomplish more work and easily than any similar tool made. There's 25 years of experience in this Chain Wrench. The single jaw, besides doing the straight work, gets into all of the hooks and crooks of pipe-fitting as no other tool possibly can. Give the tool one trial to prove. Free printed matter.

J. H. WILLIAMS & CO., Superior Drop Forgings, Brooklyn, N. Y.

"Victor" Wire Plier and Cutter

Drop Forged "Button Pattern"



Bolt or rod opening with MILLED TEETH TEMPERED AFTERWARDS.
Only 2 wire cutters makes jaws stronger. Ask your Jobber.

Manufactured by C. E. BONNER MFG. CO., Chrisman, Ill.
Manufacturers of all kinds of Drop Forged Tools. Catalog upon request

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231 ¾-in.


232 ⅞-in.


233 1-in.


234 1⅛-in.

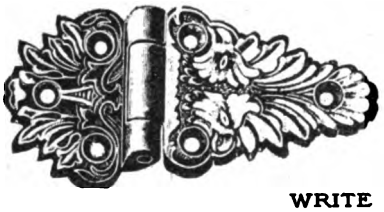
SLOTTED SCREW **TIPS**

These Tips are all made with a Special Washer. So constructed as to prevent the rubber head from pulling off.

MAKERS OF RUBBER SPECIALTIES—Send for Catalogue

ELASTIC TIP CO., 370 Atlantic Ave., Boston, Mass., U. S. A.

CARRY IN STOCK A COMPLETE LINE OF



REFRIGERATOR TRIMMINGS
BUILDERS' HARDWARE
BOX and CHEST TRIMMINGS
COAT and HAT HOOKS, Etc.

WRITE FOR CATALOGUE
Special Goods Made to Order

BRASS GOODS MFG. COMPANY
BROOKLYN, N. Y.



THE STANDARD SPRAY PUMP

Will Make Dollars and Friends for You

WARRANTED FIVE YEARS.
ALL BRASS—EVEN THE VALVES.

The tallest fruit tree can be reached from the ground. Attach it to a knapsack and you have the best knapsack pump ever made.

Attach it to twenty or thirty feet of hose—put the end of hose in a barrel on a sled—and you have the best outfit ever made for a large orchard. With it one man does the work of two.

Sample sent to the trade by prepaid express at wholesale price, anywhere in the U. S., east of the Mississippi or north of Mason and Dixon's line—(if you live outside of this territory, you'll have to help out on the charges).

SEND IT BACK IF YOU DON'T LIKE IT, THAT'S ALL

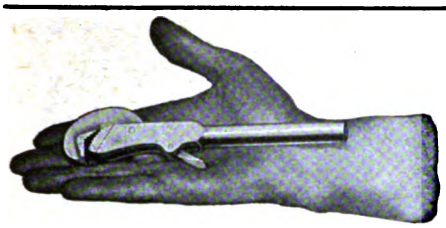
It's an easy way to get acquainted with a good article and you'll not regret it.

Let us SHOW you why it is the BEST Spray Pump for YOU to sell.

Pick up a Post Card NOW and ASK US.
Mention this Paper.

The Standard Stamping Co.
MARYSVILLE, OHIO

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The Irland Pipe Wrench

IRLAND PIPE WRENCH CO., Mfgrs., Boston, Mass.

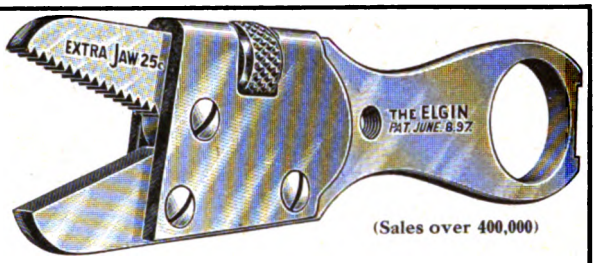
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New York Representatives.
C. W. GAUSE CO., 309 Market St., San Francisco Representatives

"One Good Turn Deserves Another"

The Elgin is a **Good Turner!** If you belong to **The Turners** you will appreciate it. A good turner in a **hardware store** turns your money a good many times a year.

THAT'S THE ELGIN!

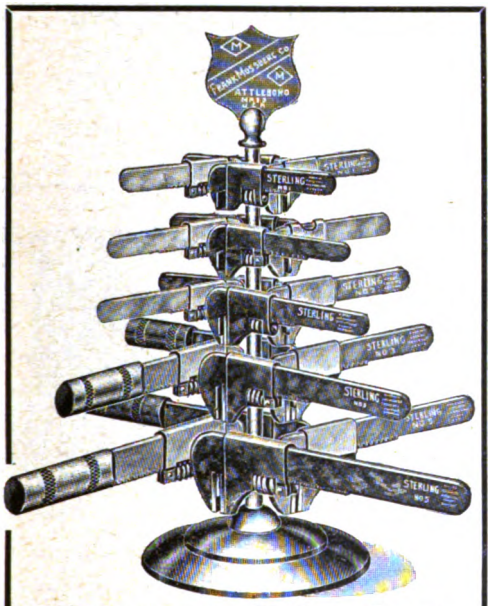
Yours truly,
"JOHN TURNER."



(Sales over 400,000)

Any Wholesale Hardware Can Supply

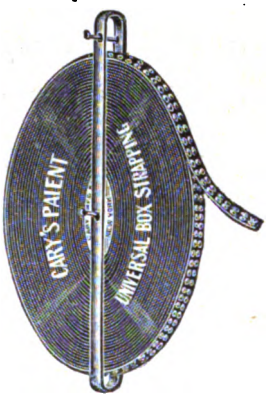
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CARPENTERSVILLE, ILL., U. S. A.



Proper Display
PRODUCES
Proper Sales

FRANK MOSSBERG CO., Attleboro, Mass.
Chicago: 116 Lake St. San Francisco: 132 Valencia St.

"There is something good in the worst of us,
And there is something bad in the best of us;
So, it does not behoove any of us
To speak ill of the rest of us."



AN ill word has never been spoken about

CARY'S UNIVERSAL BOX STRAPPING

by any one who has given it a thorough and practical test. Our goods are sold all over the world. By striving to make them better we have made them the best. Catalogue, samples and discounts on application.

Cary Manufacturing Company
19 & 21 ROOSEVELT STREET
NEW YORK CITY

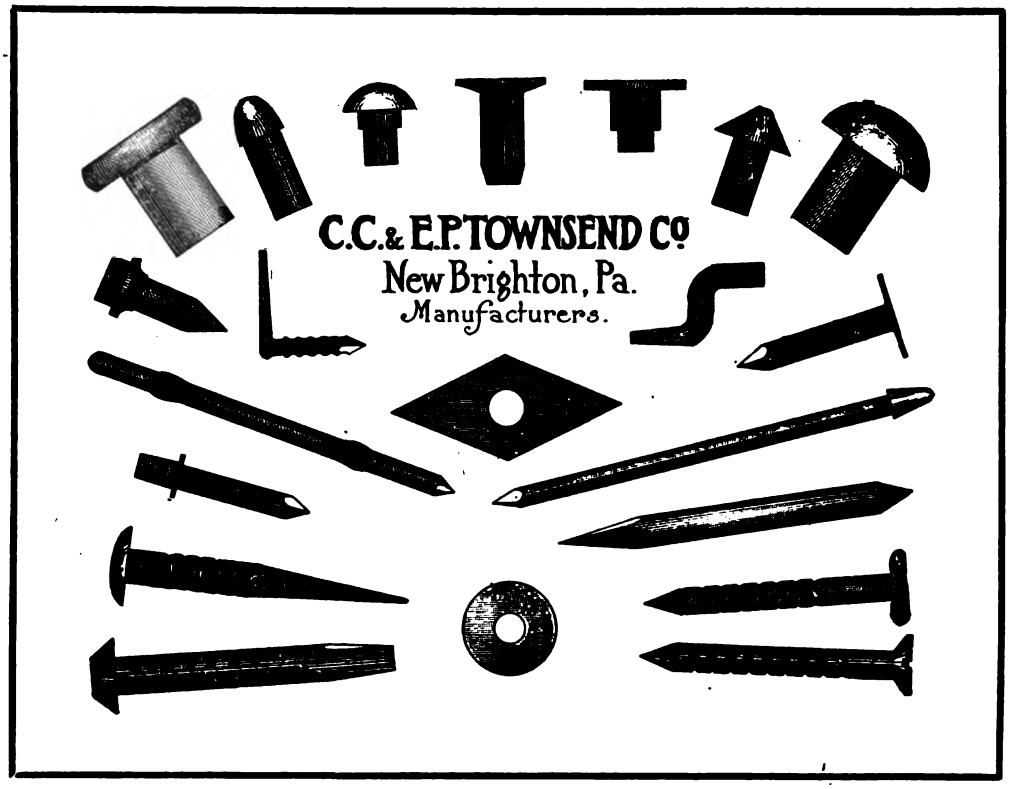
Put up in sets of 5 in a box—⅜ to ½ inch bolts—in finished and semi-finished.
Write for price lists.



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PAGE-STORMS DROP FORGE CO. (Inc.)
Springfield, Mass.

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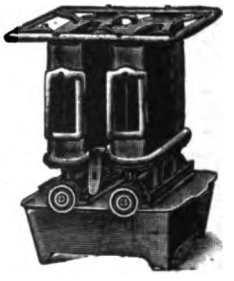
The Taylor & Boggis Foundry Co.

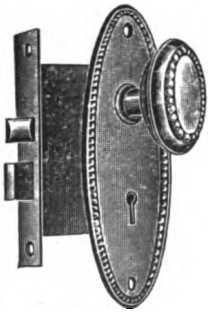
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MANUFACTURERS OF

LIGHT GRAY IRON CASTINGS, BUILDERS' HARDWARE

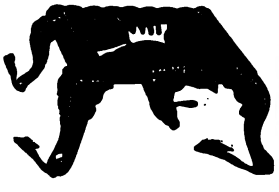
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"NEVER-BREAK"
TRADE MARK

Steel Spiders, Griddles and Kettles

Cooking Utensils That Do Not Warp, Scorch, Burn or Spoil Food.



Ask for Catalog.

The Genuine Branded "NEVER-BREAK." Imitations Fool the Foolish.

THE AVERY STAMPING CO.
Exclusive Manufacturers. CLEVELAND, OHIO

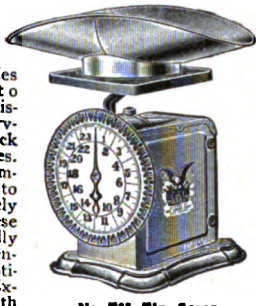


Prudent Housekeepers Use Pelouze Family Scales
(Warranted)

They can be instantly adjusted for plate, basket or scoop.

CAPACITY
24 pounds by ounces

No. E90 Steel Platform.
No. 90½ Tile Platform.



The Pelouze Scales are invaluable to proper cooking; indispensable in preserving. They keep check on your purchases. Soon pay for themselves. No weights to get lost. Absolutely automatic. These *Scales* are beautifully finished in black enamel and are artistically ornamented. Extra Large Dial with Silver center and gold border. Very attractive. Made of cold rolled steel.

No. T95 Tin Scoop.
No. B95 Brass Scoop.

Dealers should specify PELOUZE Scales in ordering from their jobber. Send for Cat. "H." 40 Styles.

PELOUZE SCALE & MFG. CO.
118 132 West Jackson Boulevard, Chicago

"I have caused three other carpenters to *Sell their — Planes* and *buy the CHAPLIN*"



"Will always have a *Good word* to say for *your tools*. I consider them *The Best Made*"

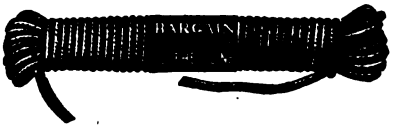
MANUFACTURED BY

Tower & Lyon Co.,

95 Chambers Street, NEW YORK CITY

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MANUFACTURERS OF

COTTON

TWINES, MOPS, WASTE

WICK, SASH CORD, AND CLOTHES LINES



ESTES

MILLS



NEW YORK OFFICE: 97 Warren Street
Telephone: 3511 Cortlandt

Fall River, - Mass.

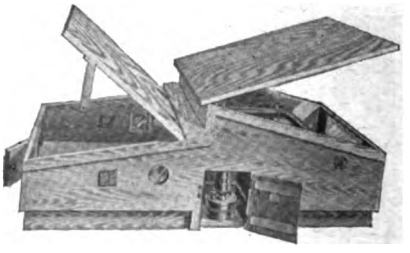
Incubators and Brooders

A PROFITABLE LINE FOR HARDWARE DEALERS!



Cut of No. 3 Ideal Hot Water Incubator—half size of Catalogue Cut.

Cut of No. 3 Ideal Brooder—half size of Catalogue Cut.



WE have a proposition that will interest every hardware dealer to handle Incubators and Brooders. Our line is **extensively advertised and easy to sell.** Simple and easy to operate, and sell themselves if placed where they can be seen by your customers. **Incubators** are no longer an experiment, but **are just as necessary** in the raising of poultry **as a plow on a farm.** Send for our catalogue and our prices to dealers. You will surely be interested.

J. W. Miller Company

Manufacturers of High-Class Standard Incubators and Brooders.

Box 118, Freeport, Ill., U. S. A.

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SILVER LAKE

Our Name is Stamped on the Cord

SILVER LAKE SASH CORD

RECOGNIZED STANDARD SINCE 1868

Warranted to give satisfaction when used with weights and pulleys recommended in our catalogue
Made in all sizes, varying by 32ds of an inch in diameter.
Braided on our own machines by the most experienced workmen.
Made from selected stock, free from waste and imperfections.
Hard braid and smooth finish make its appearance and wearing qualities the best.
Our name stamped on every foot of the cord itself makes identification easy.
Silver Lake Braided Cord is guaranteed in every particular.
Compare these few features with ALL the best points you know of other sash cords and see how we stand.
Write for Catalog B. It contains valuable information regarding our braided cord.

THE SILVER LAKE CO.

78 Chauncy Street, BOSTON, MASS.



"Columbian" and "Eureka"

Manila and Sisal

ROPE



Transmission and Hoisting Rope
Oil Well Cordage
Hay, Hide and Bale Rope
Tarred Lath and Fodder Yarn
Jute and American Hemp Twines

Columbian Rope Co.

Auburn, New York

Agencies in All Principal Cities

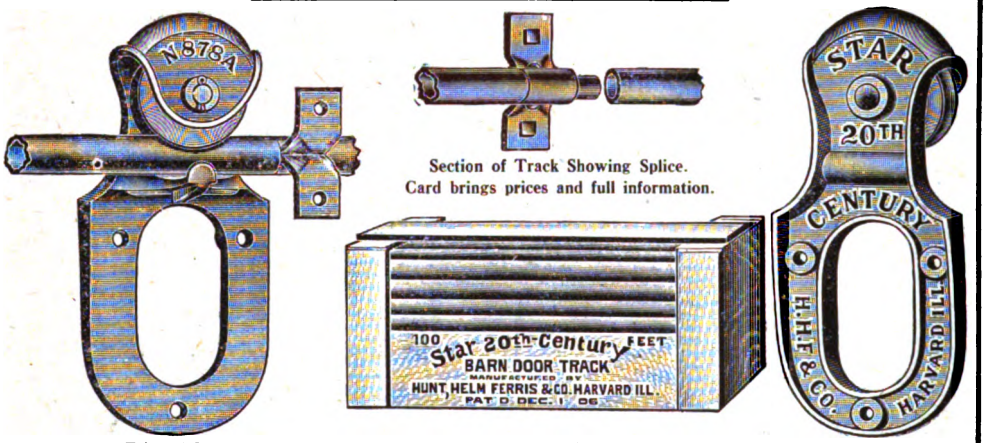
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20th CENTURY Barn Door Hangers, Roller Bearing

Round Track, Made in Two Foot Sections Only

Hangers on the Shelf. Track Under the Counter. Both in Aluminum Finish.

A MONEY MAKER! A TIME SAVER!



REAR VIEW — Crate 10x10x24 in., containing 100 ft. 20th Cent. Track — FRONT VIEW

HUNT-HELM-FERRIS & CO., Manufacturers, HARVARD, ILLINOIS

"An Ounce of Sight is Worth a Ton of Print"

THE HOME SHOW

MAY 2 to 9, INCLUSIVE, AT
GRAND CENTRAL PALACE
NEW YORK CITY

Exhibits of Builders' Hardware, Household Goods, Bathroom Fixtures, Kitchen Furnishings and Novelties

Space Now Being Allotted

For additional information address

The Home Exhibits Co. (Inc.), 52 Broadway, New York
AND GRAND CENTRAL PALACE

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IT'S ONE OF THOSE USEFUL LITTLE ARTICLES

SAMPLE PROVES IT

STRAWBERRIES

hulled with the **NIP-IT** huller are neater for the table—the fruit never gets crushed. No stained fingers, no seeds under nails, and so easy and quick! Only 5c. Will last forever. Ask your dealer for the **NIP-IT** or send 7c. stamps,

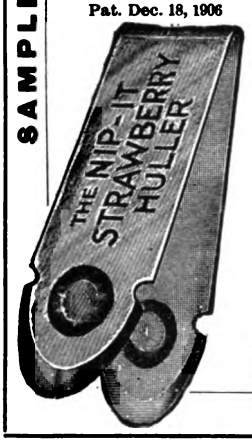
WINDSOR STEPHENS & CO., Waltham, Mass.



Price Protects the Dealer

SHALL WE SEND YOU ONE?

THIS ADVERTISEMENT WILL APPEAR IN



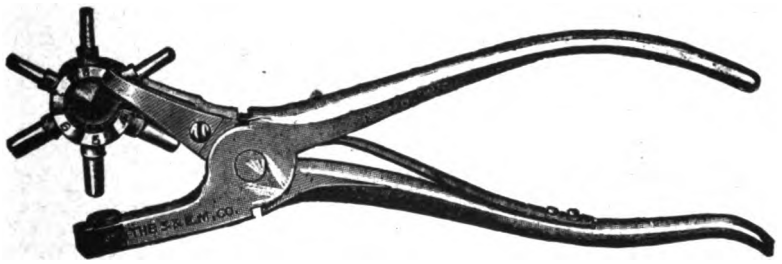
The LADIES' HOME JOURNAL,
WOMAN'S COMPANION,
MODERN PRISCILLA,
GOOD HOUSEKEEPING, Etc.
FOR APRIL, MAY AND JUNE

Order the **NIP-IT** Trade-Mark Reg. U. S. Pat. Office of YOUR JOBBER

Patentees and Manufacturers:
WINDSOR STEPHENS & CO., Waltham, Mass.

"WITHOUT AN OUT"

Revolving Belt Punches



TUBES FOR REVOLVING PUNCHES



Write for Catalogue of HARDWARE SPECIALTIES

THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

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IVER JOHNSON

SAFETY AUTOMATIC REVOLVER



The Business End of this firearm is as quiet as a country church yard until you *want* it to open up. It's always ready *when* you are, but it can't go off before, even if you

"Hammer the Hammer"

It may be knocked off your desk, fall off your dresser, slip from your hand as you draw it—but it can't shoot until *you* pull the trigger.

In proportion and design it's a work of art. Mechanically it is perfect. And in the experience of thousands and thousands of purchasers, it is the surest and most mechanically perfect revolver ever made.

IVER JOHNSON GOODS are never given away as premiums. Sold only in regular channels. Advertised in the big magazines and sportsmen's periodicals, but never sold by mail where there is a dealer to supply them. Be sure to look for the owl's head on the grip and our name on the barrel.

Send for Dealers' Catalogue or order of your jobber.

Iver Johnson's Arms & Cycle Works

302 River Street, Fitchburg, Mass.

Makers of Iver Johnson Single Barrel Shotguns and Iver Johnson Truss Bridge Bicycles.

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HARDWARE DEALERS' MAGAZINE

MARCH, 1908

Trade-Mark Registered. Published Monthly.

PUBLISHED BY DANIEL T. MALLETT, AT 253 BROADWAY.

Chicago Office: 1600 Tribune Building. Boston Office: 1133 Old South Building. London Office: 148 Old Street.

VOL. XXIX. No. 3. ONE DOLLAR A YEAR. NEW YORK TEN CENTS A COPY. WHOLE No. 171.

Entered as second class matter, February 28, 1894, at Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.

THE COUNTRY REGAINS COURAGE

A MANUFACTURER of hardware of one of the busiest nerve-centers of New England, was discussing conditions with a coterie of friends who were inclined to look more hopefully for the silver lining of the cloud than seemed possible to him. Finally one of them said: "If, in 1893, or thereabouts, you had been doing the same volume of business as you now are, with the same profits, and with as many probable orders as you now have in sight, you would have thought yourself wonderfully prosperous, would you have not?" "Of course;" was the instant response. "My present output would have seemed a big one even three years ago." This seems to sum up the situation in a few words. The amount of goods now being made, sold, and consumed, is, no doubt, quite satisfactory when compared with those of normal years. It becomes small and unsatisfying only when compared with the boom years of 1906 and '07. To use a homely comparison, it is difficult to go back to plain bread and butter after one has developed an abnormal appetite for pie—no matter how wholesome the bread is.

THERE is no doubt of a more cheerful feeling among both manufacturers and merchants. Their recent apprehension of evil seems to have given place to cheerfulness and courage. They are not whistling to keep themselves from being scared, but because they feel more like whistling. They realize the feelings of that life-worn veteran who said: "I am an old man; have lived many years, and faced many troubles—the most of which never happened." The destruction that was to come upon American Business has not come. As was said of old: The storms came and the winds blew, but the house fell not, for it was built upon a rock. This fact is of great significance. The stability of our country is a salvation.

THERE has been more or less hesitation and actual shrinkage in business in the years of presidential election since our form of government began. The causes are not far to seek. Capital and the enterprise which enlists its service and seeks to make it productive, shrink from the possibilities of the unknown. Not knowing what may be the possibilities of the incoming administration, the usual course is to wait near the harbor and spread as little sail as possible until the direction of the wind is ascertained. But there seems to be less hesitation this year than usual. The country has become so prosperous; our methods of business so approved and strengthened; our intercourse with the markets of the world so intelligent, and our belief in the ultimate wisdom of the people so great, that a change even in the White House is no cause for alarm.

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Business Is a Battle

"A man of business," said Walter H. Cottingham, vice-president and general manager of the Sherwin-Williams Co., Cleveland, "is like a soldier in a regiment.

"Like the well-trained soldier who delights in the clamor of battle the enterprising business man is eager for the struggle of competition. He likes the excitement of contending for supremacy. He delights to overcome those who oppose him, and he finds genuine pleasure in outwitting his rivals. It is this spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in the line, he can never hope to carry the day; he will never succeed in the fight.

"The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He *must* fight to live! He *must* conquer to succeed.

"Success would possess no charm apart from the struggle!"

Posting the Traveling Salesmen

A concern which buys a large amount of Hardware in the course of a year, has sent the following announcement to the employers of such traveling salesmen as call from time to time:

"Gentlemen:—We should be obliged if you will communicate the following notice to your representative who calls upon us, for his future guidance:

"1. Travelers only interviewed *before* 11 a. m. and *after* 4 p. m.

"2. All conversation to be addressed to the buyer in the required department.

"3. In the interest of both parties, we recommend travelers to confine their remarks strictly to business, in order that *our* time at any rate is not wasted.

"4. All orders must be *in writing* upon our official order form, and initialled by one of the principals, otherwise they may not be recognized by us."

Then follows a list of the departments, and of the buyers in each.

Which Got the Business?

"An American salesman who recently visited Colon and Panama," says James C. Kellogg, of the city first named, "brought with him a line of samples, but in order to avoid paying a certain amount of duty on them, which sum would have been refunded on his departure from the isthmus, and to save freight charges, he left his sample cases on the docks and proceeded to do business with the merchants of Colon by means of catalogues."

He describes, further, how an experienced old English salesman did it: "Upon arrival in Colon, he engaged a large suite of rooms in the best hotel, where the different lines of goods were displayed. The local merchants were then visited and induced to call and inspect the wares. To secure further advertising and popularity, the salesman donated two silver medals, to be competed for on King Edward's birthday; a silver cup, to be contested for by the local cricket clubs; a silver loving cup to the ladies' auxiliary society of a local church, and, most important of all, twelve silver medals, to be awarded to those merchants making the best display of their goods in a street parade. This salesman represents several English firms of different lines of business, and the expense accruing from his lavish donations of prizes, etc., is borne by them, and thus he is encouraged to resort to such advertising methods. After this salesman departed from Colon the local press referred to him, in several editorials, as the 'king of commercial travelers,' and mentioned the large number of orders he had obtained."

The One-Handled Plow

An American resident of Peru declares that up to date but one manufacturer of this country has made for export to that South American State, a single-handled plow. He says that the wooden stick or beam plow, which still serves the great majority of the population for turning over the soil, in many cases has a single handle and the peons or farm laborers know the use of no other. When a modern plow is offered its simple mechanism to them appears complicated because of the double handle. He adds: "I have heard it suggested that a $5 plow would find favor, particularly among the peons of the districts in which the cereals are raised. However, dealers with whom I have talked say that with factory prices what they now are, $7.50 is the lowest figure possible."

A Harp With One String

If at first you don't succeed—
Advertise!
'Tis a lesson you should heed;
Advertise!
Lest the flies bespeck your stock;
And the sheriff gives you shock,
While your future goes in hock—
Advertise!

Pay your cash for printer's ink—
Advertise!
Cheaper, far, than cards or drink;
Advertise!
Make your town sit up and think,
Put old fogies on the blink!
Advertise!

Paint the fences with your name,
Blazon to the world your fame,
Prove to all you're full of game,
Advertise!

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BUSINESS MEN ON CONGRESS

Talks With Hardwaremen as to What Legislation Could be Enacted at Washington Just Now for the Benefit of the Country at Large—The Tariff and Currency the Main Topics—Immigration and Labor Are Also Subjects to the Point.

Representatives of the HARDWARE DEALERS' MAGAZINE have recently taken occasion to ask of a number of leading Hardwaremen their views as to what might be done in Congress just now to relieve evils that are present or impending, or to forward reforms that seem essential to the country's good.

While these gentlemen disclaimed any idea that they could instruct Washington as to what ought to be done, they were willing to speak as business men from the standpoint of practical men. Their opinions are terse, and are worthy of heed by those at present charged with the responsibilities of national government.

FOUR GREAT QUESTIONS.

"It would seem to me," said William M. Pratt, treasurer and general manager of the Goodell-Pratt Co., Greenfield, Mass., "that the four great questions of Currency, Tariff, Labor and Immigration are topics of vital interest to every good citizen of this country, regardless of his calling. The welfare of the laboring man is endangered to just as great a degree because of an inadequate currency system as is the welfare of any merchant, manufacturer or financier; the welfare of all classes of citizens in this republic of ours is so closely interwoven that no one class can long prosper unless this prosperity shall be general and include the great mass of our citizens.

"Those of us who have given much thought to the question feel that our present currency system is inadequate and that something should be done to safeguard our financial and commercial institutions from the dangers of a panic. Personally, I am a great believer in a central bank of issue.

"Concerning the Tariff question, not much can be added to what I have said many times before. If the manufacturers of this country are satisfied with the trade of the United States and care naught for customers abroad, our present tariff is well enough; but if we are to continue as exporters of manufactured goods, we must revise our tariff laws, either through lower duties, or by means of reciprocity agreements.

"The Labor problem is a serious one, and while labor should always be treated fairly and the laws of our country should be formed if necessary to insure fair treatment for the laboring man, they should also safeguard the employers' interests and grant to him a fair deal also.

"Concerning Immigration there is much to be said both for and against. I believe it should be restricted, and the undesirable element entirely eliminated. During periods of excessive activity we require an army of laborers, even more than have been available with the door of immigration left wide open. This subject is a complex one, which can only be handled by experts.

"As a general synopsis of the situation I cannot but feel that a grave responsibility rests upon the lawmakers at Washington, who have sworn to faithfully perform their duty and obey the constitution; that in the carrying out of policies wisely conceived and ultimately just wrong impressions as to their real meaning do not rob those policies of much of their usefulness and, while intending to conserve, they may in reality destroy.

"The great majority of the citizens of this country, be they laborers or artisans, merchants or manufacturers, men of profession or men of finance, are honest, intelligent, industrious citizens, and because they may have an honest difference of opinion as to the wisdom of certain policies which are being heralded from the nation's capital, no public servant has the right to brand them as undesirable citizens."

THE QUESTION OF LABOR.

Asked as to his views on the above questions, E. B. Pike, president of the Pike Mfg. Co., Pike, N. H., said:

"As to the Currency, I believe the government should establish a central bank, but I think the Aldrich bill better than nothing.

"The Tariff? I believe that Congress should create a non-partisan tariff commission at once along the line provided for by Senator Beveridge's bill.

"As to Labor, I believe that every laborer should be fully protected in his rights and have a square deal. I also believe that the employer should be equally protected in his rights. Two wrongs do not make a right. While there is no doubt but what there has been much injustice on the part of employers toward employes in time past, yet it seems to me that for the past few years employes have been more unjust, unreasonable and unfair than the employers ever have been. A large proportion of employers have been at one time employes and many of them have worked from the bottom up and, because it takes an able, intelligent man of good sense, and an honest man, to succeed, it is more natural that the employers will treat their employes reasonably well and fair for their own interests, and also because they know and can sympathize with

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the employe in his struggle to earn a livelihood and the employer is usually responsible. While on the laborers' side almost all the labor organizations are largely dominated and managed by irresponsible parties, the loud talkers, and they stir up strife by appealing to the prejudices and envies of the working men and cause them to make unreasonable demands and to declare strikes and do many reckless things. The friction and trouble now existing between employer and employe will, I think, work itself out so that there will be a better understanding. The labor unions have done something for the benefit of laborers, but they have also done them some harm as well as much harm to the employer and the country. There is no doubt but what there is some legislation necessary, but the trouble is that so much of the legislation is so partisan that it is liable to do as much harm as good; but I believe that the good sense of the American citizens in time will bring about as reasonable and fair conditions as can be expected in this selfish world.

"I cannot see how it is fair for us to restrict emigration from other countries that we expect to have free intercourse with. I think our laws should be sufficient to regulate and control the people that come to our shores after they are here."

TROUBLE FROM IMMIGRATION.

C. F. Carrier, president of the Cronk & Carrier Mfg. Co., Elmira, N. Y., frankly expressed his views as follows:

"You want my views on legislation regarding Currency, Tariff, Labor and Immigration? I am not clear as to what should be done with the Currency question, but think a central bank would regulate this matter better than any other way. As to Labor, I give it up.

"Regarding Immigration, I think we are wild in permitting every nation on earth except China to dump all the undesirable, worthless, ignorant, good-for-nothing paupers into this country, and unless something is done soon we will have more troubles on our hands than this country will be able to take care of. Our belief is that the politicians of this country are simply afraid of losing a few votes, therefore do not dare come out and do what they know should be done. They care more for votes than they do for the welfare of the United States.

"As to Tariff, my belief is that a revision should be made and it should be made by our friends rather than the enemy. On many articles the tariff is more than double what is necessary to give us protection; on other things we cannot compete with Germany with a tariff of 50 per cent., and many goods they are laying down in this country at less than our goods actually cost for labor and material; thus you see the business cannot be done in this country. We believe a commission similar to the Interstate Commerce Commission would be the proper thing to have, and in that way we could employ men that could give their undivided time and attention to it, so they would be able to suggest to congress what tariff, if any, should be changed in order to protect home industry and at the same time not encourage monopolies or dishonest trust methods. We believe in trusts if carried on in an honest manner. We believe in a protective tariff, nothing more. We find some men say that other countries will not buy goods of us unless we buy of them. We do not believe this. If Germany wants our wheat and they cannot obtain it at as low a price elsewhere, we will get their business and they will never stop to ask some Hardwareman whether the people in the United States are buying Hardware made in Germany."

GET RID OF THE TARIFF.

Said C. B. Lockwood, president of the Lockwood-Taylor Hardware Co., Cleveland, Ohio.:

"We do not feel like butting in on the business of Congress, as our congressman is Hon. Theo. E. Burton, in whom we trust, but we think that national banks should be given the right to issue currency, not as a special privilege, on the consent of any official, but upon compliance with the law. The law should be specific as to securities, and the time of and the amount of currency to be issued, left with the bank.

"The money in the treasury should be deposited in the national bank at a rate of interest fixed by law. The treasurer should be relieved from the moral strain that it is criminal to impose. We should all realize this if one should go wrong.

"The tariff should be adjusted so as to prepare the country for free trade. It was never intended to be a permanent system, and to be rid of it would relieve us of many evils.

"Labor's greatest mistake has been in seeking class legislation, as it opens a door that may be entered by others, to their disadvantage. Equal laws for all men, not as rich or poor, not as laborers or idlers, with manhood the basis of equality, is the only safe course—except when helplessness demands an exception, which is charity.

"Open the door to all worthy able-bodied men and women. We can profitably utilize all that will come who are sane of mind and purpose. We need them and they need us."

CAREFUL LEGISLATION NEEDED.

Walter W. Birge, secretary and treasurer of Fayette R. Plumb, Inc., Philadelphia, when asked his views on the several above points, said:

"If I were to attempt to write an encyclopedia, I would probably succeed about as well as I shall in even touching upon the four subjects which you have mentioned.

"I do not feel competent to advise as to what specific legislation should be enacted, but I believe I share with most men, engaged

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in active business and interested in the welfare of the country at large, certain ideas in general concerning the policy which our representatives should adopt.

"As to the currency, it is always easier to say what should not be done than to suggest what should be done. I will, therefore, commence by suggesting that Congress should not pass the much-talked-of Aldrich bill. I do not think it wise for Congress to pass any temporary currency bill, for although our present system is exceedingly poor and ill-adapted to our needs, we have managed to exist under it for many years, and when we make a change, we should be sure we are right.

"A currency bill should be drafted by a commission, representing as far as possible all sections of the country and classes of trade and including the chairman of the committee on banking of both the house and Senate, and the secretary of the treasury.

"This commission should be able to draft a bill not temporary, but the best that exists in any country and specially adapted to our particular needs. The bill when finally presented should be as nearly perfect as can be made, and passed without amendments.

"We should have a currency sound beyond all question; elastic so that it will readily adjust itself to demands of the country, not only increasing as the demand requires, but equally well contracting as the demand decreases. The basis of security of our currency should also be enlarged very materially beyond what it now is, but never at the sacrifice of absolute security. Congress should be absolutely sure it is right before it goes ahead.

"As to the Tariff, Congress should not, at this or any other time, touch the Tariff; it should, however, authorize the appointment, at once if possible, of a non-partisan expert commission, as suggested by a resolution adopted by the National Association of Manufacturers. This commission should be permanent; thereby, not alone recommending immediate changes, but keeping our Tariff in harmony with changing conditions. The commission should be created at once, and above all things should be kept out of politics.

"Labor.—The bills which are continually being introduced into all of our legislative bodies bearing on the labor question require a large amount of wisdom, common sense and back-bone on the part of our representatives and the question is such a big one that I dislike to even touch upon it. I will, therefore, simply mention what I consider a few of the most important. So far as the constitution will permit Congress to act in the matter, child labor should be rigidly regulated. If combinations in restraint of trade are against public welfare, boycotts should not be permitted. Our present laws governing injunctions should not be altered, so far as the present intent of the law is concerned. Congress would do better to attempt to regulate the conditions surrounding the employment of labor, than to regulate the number of hours a man should work per day. Few men are harmed by working too long hours if they are surrounded by healthful conditions.

"Every employer has a responsibility beyond the mere payment of wages, and a reasonable employer's liability bill should be passed to take the place of the one recently declared unconstitutional. No body of men or corporation should be allowed to retard the progress or general business of the country. A bill should, therefore, be passed providing for compulsory arbitration for all controversies between employer and employe, where the welfare of the general public is affected.

"Immigration.—Self-preservation is the first law of nature. As we keep undesirable citizens from our homes, so should we keep undesirable foreigners from our country. There are few more important questions before this country than the restriction of immigration. Our country has grown great because we stood for certain high ideals in the home, in business and in national affairs. We should not admit to this 'land of the free,' more foreigners than we can readily assimilate and bring into harmony with our institutions and teach what is meant by freedom.

"If our factories need more workmen, it would be far better to have our factories grow slower than for us to bring in 'undesirable citizens' to cause trouble and be a burden to the community. Honest, thrifty, able-bodied, law-abiding men and women we want and should invite to our country. Anarchists, paupers, mentally or physically diseased persons should be absolutely excluded. Some steps should also be taken to scatter those who do come so that they will not conjest our large cities; but settle and develop our farms."

Put Away the Hammer

To the Editor:

Were I to take the great American public by the ear, and whisper one word of sane advice, it would be: Stop knocking. Put away your hammer. Don't be hitting so venomously at your public men. Get away from the Muck-rake. This advice is just as good for merchants and everybody, as it is for the White House, or for the gentlemen who are making laws under the big dome at Washington. How are we to get the confidence of the public back again to the normal conditions, if we show none of it ourselves? Stop knocking!

Yours truly,

A RETAILER.

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Hardware Prizes Offered

The Gray & Dudley Hardware Co., Nashville, Tenn., adopted a unique plan in connection with their recent Washington birthday celebration. This company has for years used the "Washington" brand as trade-mark, and has run it on all of its highest grade and leading lines of Hardware, saddlery, stoves, cutlery, etc. Each year the company celebrates Washington's birthday in an appropriate manner, and this year it made the celebration a much larger one, and on a more extensive scale than ever before. In addition to offering a number of prizes to the traveling salesmen who sold the greatest amount of Washington goods during the month of February, the company also offered a long list of valuable and handsome prizes to its customers and merchants of the south generally who during the month of February should place the best assorted and most liberal orders for Washington goods.

Tools for the Boys

The Griffin Hardware Co., Eugene, Oregon, has hit upon a plan to enlist young America in its behalf. It has offered as a prize to the school boy who builds the best bird house in the competition that is now going on a set of tools consisting of the following pieces: 1 handsaw, 1 hammer, 1 ratchet brace, 1 gimlet bit, 1 each ¼, ⅜, ½, ⅝ and ¾-inch bits, 1 hand ax, ⅛-inch wrench, 1 No. 84 rule, 1 set awls and tools, 1 6-inch pliers, 1 5-inch screwdriver, 1 level, 1 No. 110 block plane, 1 oil stone, 1 carpenter's pencil, 1 carpenter's apron, 1 No. 14 steel square, 1 ¾-inch chisel, 1 1¼-inch butt chisel, 1 try and miter square. The tools were placed on display in a window of the store, and the latest reports from the coast were to the effect that enough houses were being erected to shelter all the birds of Oregon.

The Nail on the Head

Governor Charles E. Hughes seems to have hit one nail squarely on the head when he recently said: "We must have the idea of trusteeship sink deep into the American consciousness and realize that there are limits to the notion that every American when he gets a chance should make the most of it for himself. We have got to realize that the greatest success that any man can attain in this country is the distinction of being faithful and of serving those who put confidence in him."

Pistols and Damages

The Boston Traveler has some original notions about the laws which should govern the sale of firearms. "The Hardware dealers' associations," it says, "are kicking about a tax on pistols, and the relations of the people who are maimed and murdered by the pistols are kicking, too. Our solution of the problem is this: Let the association sell all the pistols they want to all people having licenses, and have the Hardware dealers pay all life insurance, funeral, hospital and medical expenses incurred by pistol malpractice. Also make the license for carrying arms about $500; forbid their concealment in the pocket; compel the licensee to carry his gun openly, and send anybody to jail who violates the law. Furthermore, forbid the sale of ammunition altogether. Give the drug business a chance."

Annual Meeting Hardware Club

The Hardware Club of New York will hold its annual meeting on Saturday, March 21, 1908. The principal business will be the election of five governors, to serve for the year, as successors of the following gentlemen whose terms expire on that date: Joseph Gales, George Henry Sargent, Arthur G. Sherman, Edward Stagg, and Edward C. Van Glahn. At a subsequent date the newly-formed board of governors, of whom there are fifteen, will choose successors to the following-named officers: Eugene Bissell, president; Thomas F. Keating, vice-president; Alfred D. Clinch, treasurer; Arthur G. Sherman, secretary.

The club has now a full membership of six hundred resident members, and a waiting list of nearly one hundred.

Using Some American Hardware

In San Salvador, writes an American temporarily residing in that country, corrugated iron comes chiefly from England, a fair proportion, however, from the United States, due to the special efforts of the few American houses. The freight rates from English ports are about $3 per ton less than the freight from New York. About 100,000 sheets are marketed annually. Nails are almost exclusively from Europe at present. Until recently some were imported from the United States, but a recent advance in the prices has caused a cancellation of orders. The quality of American paints is better than that from Europe, but the difference in price often decides the purchaser in favor of the European article.

Hardware to Japan

Japan now occupies the tenth place on Uncle Sam's list of customers. We have six larger buyers in Europe and three in the western hemisphere. She holds the seventh place on our list of creditors, being outranked by three countries in Europe and three in this hemisphere.

Our sales of merchandise included in the following list show a notable increase: Builders' Hardware, electrical machinery and appliances, iron pipe and fittings, sewing machines, typewriters, locomotives, carriages and railway cars and steel rails. Our exports of these goods have increased from $1,200,000 to $5,700,000 during the last five years.

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HARDWARE STOCKS RUNNING LOW

GOOD SPRING BUYING

The Above Phrases Tell the Story—Consumers and Retailers have been Waiting Until the Clouds Rolled by, and the Cheerful Spring Sun Has Again Sent Them Into the Market—Everybody Has Had a Chance to Look About, and Clear the Decks for More Vigorous Action—1908 Is to do More in the Way of Sales and Profits Than Has Been Generally Expected—The Jobbers Sound a Note of Welcome Hopefulness.

Those who use hardware and those who buy it to sell, seem from the reports that follow, to have reached the conclusion that an active bull campaign—as Wall Street would say—is due about March 1st. For a couple of months, the dealers have been cleaning out their shelves and filling their tills. They are now reversing the operation. Goods are being ordered, and money sent into circulation with which to pay for them. This means a stirring of the wheels of the factories.

A study of the pages that follow, will show that the jobbers who predict that 1908 is not to be so bad after all, give good reasons for their faith. They have discovered that not only is Uncle Sam solvent, but that he has an accumulated capital which makes him a significant figure in the world. This being the fact, what reason has he to be afraid of a few small tremors in the so-called money centers? Any concern—national as well as individual—that owns a great deal more than it owes, is not in great danger from either the sheriff or the receiver.

Drifting in New York

By JOSEPH GALES.
Schoverling, Daly & Gales.

We are engaged somewhat in a drifting match at present. Once in a while we can feel the swing of the tide and know that we are going in the right direction, and occasionally a puff fills our sails for a little while, and makes us feel that there will be something doing very shortly.

Stocks are all gradually running down, and new orders come in in considerable numbers, but very moderate proportions.

People generally seem to be getting ready to push for 1908 business, and quite a number are willing to place future orders, but the majority are only buying from hand-to-mouth, but seem to find that they require some filling up every week.

Financially, one of the latest suggestions is an insurance of all banks by the United States government. That is, a tax to guarantee the depositors of all banks, which it is estimated would be so small as to be no burden whatever, and yet would produce a sufficiently large guaranteed fund.

The idea is not bad. It would certainly lead to conservatism and to very careful government inspection. The only objection is the tendency to centralization and imperialism, which are somewhat dreaded by, and particularly obnoxious to, the writer.

We think there is no trouble with the New York banks; they retain their equilibrium much better than the banks throughout the country, and don't blow hot and cold quite so quickly as their neighbors south and west.

It is quite true that the United States treasury should not tie up any money unnecessarily, and should not accumulate any money beyond the amount needed for their reasonable requirements, and that we should have an automatic expansive currency. The great problem is: How to make it just broad enough, without making it too expansive?

As Louisville Views It

By WILLIAM R. BELKNAP,
Belknap Hardware & Mfg. Co.

In this section conditions are fair. Those who have sold tobacco at the present high prices will have good substantial bank accounts. Some portions of the state are profiting greatly by reason of these free sales—Lexington, Owensboro and Louisville, for example. Those parts of the state where the lawless elements in the shape of "night riders" go about destroying tobacco and tobacco barns and fields at their own sweet will, are suffering from this demonstration of that fact that they have not realized on their crops. This move of arbitrary dictation to a man of how and when he shall sell in Kentucky, and how and when he shall work in Indiana—as witness the demonstration against the Italians at Bedford a few days ago—betoken the presence of lawless elements and lawless organizations which threaten the peace of the community. Whether we shall have to tolerate this until there is some violent outbreak which will cause a com-

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plete revulsion of public feeling, we cannot say. We rather doubt if we have any settlement short of an extreme one, involving bloodshed. This spirit is fostered largely by widespread publications in the newspapers of anarchists in Chicago and so-called armies of the unemployed in Boston, who proceed to the churches on a Sunday and demand with some propriety that the collection for the heathen be turned over to them. This was done in one instance, at least, as reported.

Prospects for business are fairly good; money is reasonably plenty; collections fair, except in certain sections where individual stay-laws are privately enacted and operated *ad libitum*. The reduced price of hogs would promise cheaper meat for poor people, except that it is based not so much on the large supply of that valuable animal as the high price of corn which makes it expensive to feed him. Wheat is still high. At least, it looks so, based on our old standards. Possibly we have a new standard coming to us by reason of the immense production of gold in the world. If so, we can doubtless learn to adapt ourselves to it in due time. In the meantime, orders are increasing gradually and prospects on the whole are encouraging.

Good Spring Outlook in Albany

By CHARLES H. TURNER,
Albany Hardware & Iron Co.

In view of the discouraging reports regarding the coming spring trade, which have been current and supplemented by the present temporary quiet incident to this time of the year, and added to by the disturbance in the financial world, we are pleased to report that in our section there is considerable to encourage a very hopeful promise of a trade that will be very close to normal conditions.

The stocks in the hands of the dealers have been for the past two or three months reduced to such an extent as to necessitate quite extensive purchases to bring them up to the usual assortment required for season goods and staples.

There appears to be little complaint from conditions in the small outlying towns in this district, and the orders we are receiving show a disposition to buy as needs arise. Some dealers appear very sanguine about their usual spring trade, and already have placed orders for goods for future shipment, and the assurance of the manufacturers of iron, steel, wire, nails and other staple goods of the continuance of present prices, insures dealers against any loss from depreciation in values on goods they may order now for spring delivery.

The payments are coming in fairly well, cash customers still keeping up their prompt payments, and no great complaint can be made in this respect with any large number of dealers.

There is considerable doing in the manufacturing line by those concerns which have been closed, or have been running under reduced force temporarily. We are daily hearing of mills and factories starting in with the usual quota of men and on full time. Goods are evidently needed, and must be in the hands of the dealers to deliver as the season runs along towards spring.

As to the remedy needed for the bettering of conditions in our financial system, it is quite conclusive that the prominent banking men are making a close study of this subject, and that Congress will, we hope, aid and put in force legislation to avoid a repetition of the trouble that this country has passed through in the past few months. The banks undoubtedly are in good position to help their regular customers, and with this feature of the present conditions assured, it would seem that everything is tending towards getting back to solid and substantial conditions. Complaints are not as frequent as in the past, and the universal hopefulness expressed is most encouraging.

In the Middle West

By GEORGE P. NORTON,
Geo. Worthington Co.

The trade conditions, we believe, are growing better day by day. Throughout the agricultural districts in the States which we cover, the trade conditions are very good. We believe if it were not for the statements made in the daily papers relative to the money stringency and the shutting down of the factories, foundries, etc., and the curtailing of expenses by railroad companies, that there would be little or no disturbance in the trade of the agricultural districts.

The writer spent a great many years upon the road and went through several panics, and found that in a great many towns and cities that he visited, even in the severe panic of '93, that the trade conditions were good and trade held up remarkably well, notwithstanding the hue and cry from outside sources. We are therefore inclined to think that while we will not have a boom this year, with a fair crop year for 1908, and with a reasonably early opening of spring, that the volume of business will be satisfactory. We think that the stocks in the hands of the retail merchants are low, but as long as the papers continue to talk of the shutting down of mills and to report other conditions which seem to be disastrous in the manufacturing centers, the merchants throughout the country will hesitate about buying. In fact, we believe that when spring opens, that there will be a very large demand for seasonable goods and the retail merchants will want them quickly to supply the demand that will surely come. We have a great many level-headed customers who are buying the usual amount of goods;

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that is to say, they are not speculating, but are placing their orders for future shipment of such goods as they sell from year to year, and are buying what their trade would ordinarily require. We think such action on the part of the average merchant is highly commendable, and these merchants will surely be the ones who will be in position to take care of the regular volume of business which, as stated about, in our opinion, will surely come with the opening of spring.

With reference to collections, it is a fact that our trade covers so large an area that what we have said relative to the agricultural district in reference to selling goods applies largely to the collections.

In our opinion Congress should take some decisive action in reference to the currency question. We do not feel like advocating any special legislation, but it seems to us that this matter should be thoroughly discussed at Washington, and some wise, judicious measure enacted into laws that will prevent a recurrence of a senseless panic such as we have recently passed through. It seems to us that those who are entrusted with our law-making are surely in position to enact some wise measure that will bring about the result as indicated above.

Pittsburg Very Hopeful

By Logan-Gregg Hardware Co.

The outlook for the year we consider fairly good. During January and February we expected little, and were not disappointed, but we miss our guess if trade does not waken up during March.

The financial panic was over by January 15, and a month later the banks were full of money and offering it at low rates, to well-established business houses.

Railroads and other large borrowers will next be accommodated for all legitimate improvements, and their demands for material will set all the wheels turning.

As the President says in his recent famous message: "Certainly we shall succeed." This country is naturally so prosperous that a backset such as we have had cannot stop its improvements very long.

Locally, our consumers and retailers have bought in small quantity during the winter. Stocks must be light, and when the demand does come there may be a shortage of goods. Manufacturers seem to be pursuing the conservative course and not accumulating large stocks, so that they cannot ship large orders promptly when they come en masse.

We are encouraged by the ability of most of our customers to pay promptly. Of course there are some slow ones; some who are so constitutionally, and some who have had to ask short extension of time by reason of the depression, but, taken as a whole, there has been little to complain of, and few failures.

The steadiness of prices during the depression has been a noticeable feature. This is, of course, attributable to the strong interests in control of the steel and iron business. Ten years ago in such a time as the present, prices would have gone down below the cost of manufacture; then wages would have had to be cut, and as living expenses are high, everything would have had to come down.

Under our present system prices are held for the demand which is sure to come, and sales are not pushed at a loss.

During January jobbers had more time to look up their affairs than they have had for several years. To compare their balance sheets with other years, analyze their expense account, etc. Those who went into such an analysis deep enough, may have found some surprises, when they show the percentage of expense on goods sold near at home and those sold 500 to 1,000 miles distant. We commend such an examination to those who have not already made it.

Notwithstanding this is Presidential election year, and we are recovering from a recent panic, we expect it to be a fairly good one. We believe we shall do seventy-five per cent. as much business as in 1907 and it may be ninety per cent., if no further disaster comes.

Some Business in Sanford

By GEO. H. FERNALD.

Geo. H. Fernald Hardware Co.

The Hardware trade in this section of Florida is only fair at the present time. We are not in the least discouraged, and the financial panic in the North did not affect us here materially, except that collections have been slow, and money which is usually freely spent by owners of winter homes, who live in the North, has been somewhat curtailed. Many large manufacturers, who have winter homes in Florida, have not made their usual visit this season; locally, however, business is good. The truck farms have assumed very large proportions in Sanford. Over 1,000 cars of vegetables will be shipped from here this season. About 50 per cent. of the trade are paying cash for their goods, the balance expect time until about April 1. This section is developing very fast.

Business in Utah

By THE SALT LAKE HARDWARE CO.

The immediate future does not look at all discouraging to us, for while the condition of the metal market has necessitated the closing down of many of the mines throughout this section, the agricultural and manufacturing industries are in flourishing shape, and we look for a speedy reopening of many of the mining companies that have temporarily suspended work.

Merchants generally are taking an optimistic view of the situation, and while we anticipate

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that improvement is necessarily going to be slow, we think that it is sure, and that conditions are improving every day. This is a part of the country that is rapidly developing, and we expect a steady demand for goods in all lines during the present year. The disposition of the banks is to keep matters on a very conservative basis, which means continued caution on the part of merchants as to overbuying, etc., but stocks are commencing to run low and replenishing is now in order.

Encouragement at Fort Wayne

By Mossman, Yarnelle & Co.

We are very greatly encouraged with the outlook for business. Stocks generally are low, and if any business at all is to be done this year, orders will have to come in very soon. They are already coming, and many orders that have been held up or canceled, are now ordered forward and reinstated. The financial condition is very much improved, and we believe the country is on the road to quick recovery from the recent panic.

The Evidences in Davenport

By COL. J. R. NUTTING,
Sickels, Preston & Nutting Co.

The business conditions of this section are unexplained and, as far as we know, unexplainable. There is every evidence of prosperity in every way, except the orders for Hardware which cometh not. There are no failures, no slumps in the market and farmers have the wherewithal to buy anything they need. We have had a mild winter with good roads, no panics, no epidemics of disease, no storm disturbances, and we are all happy, though idle.

We are encouraged because there is nothing in sight to discourage us, and we also have many orders for future shipment that will, of course, help to keep us busy later on.

Retailers' stocks are very much depleted and they must replenish them just as soon as they begin selling again.

Consumers are not taking heart. They have had this all the time, have all they want and are still able to buy. Ninety-nine per cent. of our constituents are able to pay as they go, nearly all pay at maturity and most of them discount their bills.

We need some sort of a system providing for a more elastic currency, to be used in time of depression, or when more money is needed temporarily for moving crops or other urgent requirements, and when there is a scare like the one we have recently passed through; elastic enough to fully supply those banks which are so easily frightened. It was these banks which first withdrew currency from circulation in the recent New York scare, and by so doing came near pulling down the whole financial fabric upon their heads and burying them beneath the ruins.

Our rural districts are developing steadily and our city is growing more rapidly, while both need and must have goods. Our banks are conservative, but exceedingly liberal with their customers and will surely do their part to put commercial wheels in motion again.

There is nothing of special interest in the outlook, except what may be gleaned from the foregoing. The government arsenal is very busy working a large number of men night and day. The glucose works has just added three hundred men to its working force.

Hope in Springfield, Ohio

By H. C. WISEMAN,
Springfield Hardware Co.

We assure you we are all pulling together for the return of confidence, but it does not return as rapidly as we would wish in this section.

We are encouraged only that we are living in hope, and through the fact that our farming community was never in such a prosperous condition as they are now. This being the basis of all traffic, matters must adjust themselves sooner or later, and we simply trust they may be sooner.

Collections have been extremely bad, and do not seem to improve, particularly with the manufacturers, to whom we sell many goods, it seeming to be the particular aim of those interested in manufactures to protect their pay-roll at the expense of everything else. This, of course, will also adjust itself as time goes on, but is not bettering rapidly.

We do believe that consumers are taking heart again as the buying is better; stocks are run down in this section to a closer line perhaps than for many years, expecting the declines in goods which are coming.

We are not able to suggest a bettering of the financial system, other than that everyone may have confidence and help to make it.

Our banks are coming again to the aid of the merchants and manufacturers, and we look forward within the next sixty or ninety days with a great deal of confidence to a bettering all along the line.

Conditions in Altoona

By W. H. Goodfellow's Sons.

We are not especially encouraged at the prospects at present. Why? First, we depend on the Pennsylvania Railroad Co. largely for business in this city. In January they paid out in cash one million two thousand dollars. This month the pay will not be half the above amount. This is a dead blow to business, as far as Altoona and the surrounding country are concerned. Retailers' stocks are low and they are not buying until prospects are brighter. Contractors, who bought glass and nails by the carload last season, are not buying anything this spring.

What we need is more money in circulation.

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We think if the Aldrich bill would pass Congress and five hundred millions distributed over the country it would certainly have a good effect and help business.

In regard to banks as to whether they are helping in this financial panic, we cannot personally say as we do not ask any favors of the banks. We carry a large amount of notes from customers but never get them discounted as we do not have to do so. We let them run to maturity and collect them. As far as our own collections are concerned, they have been fair and we cannot complain.

We are looking forward to better times in the spring. At the present time all the roads are blocked with snow and some are almost impassable.

Providence and St. Paul

By F. G. WALTHER,
Hackett, Walther, Gates Hardware Co.

Conditions with us are really much better than we expected they would be so early in the year.

While January is not a good month for business, still we had an increase over last year and feel that that is a good sign. The retailer has a fair stock, though not as large as a year ago.

We feel that with the smaller stocks in the country and the fact that our territory was blessed with a good crop, and high prices, that business should exceed that of the spring of 1907, but so far purchases have been made with the greatest care.

No one seems to have gotten entirely over the scare of the money panic, and they will not for months to come. Many of our customers need assistance in money matters. Some of our territory is new and being developed, which means that the farmer buys from the retailer and the retailer from us, with a promise to pay after the harvest is gathered and sold. Very few of our customers take advantage of the cash discount, not many pay when due, but most depend on the results of the crop, so then we all trust in Providence—and that has seldom failed.

From all points of view we feel that there is no reason why we should not have faith in the future and are working to restore the necessary faith so that all may feel as we do.

We believe in conservative optimism, being ready for whatever may occur, though we do not expect a financial storm.

Good Advice from Wilmington

By THE CAPELLE HARDWARE CO.

The section of country that we canvass for business is in good financial condition. The amount of general indebtedness is small, stocks are moderate, payments are as prompt as for the corresponding period of last year. We have all of the essentials for a resumption of prosperous business, excepting confidence. The merchants and country bankers are suffering from shock. Under certain conditions, nothing is so bold and reckless as capital; under other conditions, and usually after the great danger period has past, nothing is so timid.

We do not favor the enactment into law of the financial measures advocated by Senator Aldrich. We do favor a radical change in progressive stages in our present financial system. Our business needs have outgrown our present system, and the country is on the threshhold of financial emancipation. We cannot expect the present Congress to give our financial ills constitutional treatment, and we do not want them to have undue stimulation, such as the Aldrich measure would furnish. Why not require the banks to keep in their own vaults the reserve now provided by law? This would not be a drastic measure; at the same time, building up the reserve would help to restore confidence, and sooner or later an abundance of money would seek employment, perhaps in safer channels than formerly.

Grand Rapids Not Encouraged

By SIDNEY F. STEVENS,
Foster, Stevens & Co.

We are not encouraged. Retailers' stocks are getting low and they will only replenish from day to day as their wants develop. We do not know of any customers that are taking heart again. In our opinion, less talk from men in high position will better conditions, and Congress can give aid by adjourning for two years. The business outlook will not improve to any extent until election is over.

Good News from Quincy

By RUDOLPH TENK,
Tenk Hardware Co.

We find that the retailers' stocks in general are quite low. We look for a very fair demand from the consumer as soon as spring opens. This will make it necessary for the merchants to replenish their stocks. There is no special development going on in this section which requires an extraordinary amount of goods, so that we are looking for nothing more than the normal requirements.

We feel that our financial system should be improved, which we believe can be done by giving the country an elastic currency based on the assets of the banks. Some of the systems proposed provide for a circulation based on bonds of railroads and other corporations, and the most stable form of security, viz.: commercial paper, is entirely ignored. The recent panic has demonstrated most convincingly that—as Mr. Charles A. Conant said—"The true basis of sound banking is commercial paper."

Commercial paper does not fluctuate like even the best securities, and loss through insolvency of the maker is not heavy, as there

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is usually good endorsement to which the holder can have recourse.

As for our own business, it has been better than we had anticipated. This is, perhaps, due to the fact that we have not been compelled to force payments from such customers as were entitled to a little extra time on their accounts, as some of the larger houses did. Taking all in all we feel that with favorable weather next month there will be a decided improvement in business in this territory.

Thousands to Buy Goods

The New York newspapers were marveling for several days over the thousands of up-country, down-country and cross-country buyers who swarmed into the city; four thousand of them on the hotel registers of one day. Not bluffers, but men who were after goods, and had the cash or the gilt-edged checks with which to pay for them.

If anyone on November 1 had been granted a vision of these on-coming armies, he would have thought he had been indulging in opium.

Said one financial and business expert in commenting on these facts: "Wall Street may marvel that anybody had so much money to spend, but the mystery is dispelled by January's return of exports of domestic products. In that single month we sold $128,000,000 of these products to foreigners, and the price we received is now creating a demand for the products of our shops and factories. This is one of the characteristics of our depressed seasons. When the boom is on prices rise so that foreign products can get over our tariff barrier. When prices fall the foreign goods are excluded, and we consume our products, buying them with the proceeds of still other exported products. It is a wholesome process, and was at its maximum last month. It would be difficult to imagine a better cure for gloom than this honest, solid trade."

All Right on the Coast

Mr. Brace Hayden, president of the Dunham, Carrigan & Hayden Co., San Francisco, has been spending a couple of weeks in New York, where his concern has a branch office. While Mr. Hayden is by nature forced to look on the bright side, when there is one, he avers that in the present instance he is fully justified in doing so. He believes in the United States, and most especially does he believe in California. Things not only there, but all over the country, are getting better and brighter, and the year is to turn out much better than any one supposed possible a couple of months ago.

Law to Protect Retail Price

To the Editor:

I advocate the enactment of a law that will protect the retail selling price of any article of any manufacturer who endeavors to maintain a fixed retail selling price. In my opinion, this would stop the cut-throat method of doing business—price-cutting. Violation of the law to be punishable by fines, etc. It would insure a legitimate profit to every man selling articles of manufacturers who availed themselves of the price protection that such law would give them, and I believe that 60 per cent. of the manufacturers would be glad to give the dealers such assurance, that the price would not be cut.

Price-cutting is not fair competition. It is un-American. Quality should be the standard, not cheapness. A pint of paint that is made to sell at 40 cents should not be sold for 28 cents or 30 cents.

Uusally the price is cut on standard goods—goods that should pay a margin of profit, and the condition of affairs makes it almost impossible for many small dealers to meet competition of mail order, department stores and unprincipled merchants, who despise seeing the other fellow live.

We are all familiar with conditions as they exist to-day in almost every line of business.

A manufacturer makes a good article, places upon it a retail selling price, advertises the article, sells it to dealers at $1.30, with the understanding that he will get and should not sell it for less than $2. Next month the competitor, drug store or department store advertise it at a special price of $1.39. To meet competition they must be sold at the same price. What's the result? Profit gone; business done—at a loss.

As for arguments against such a law I am not a constitutional lawyer and cannot answer its constitutionality, but I fail to see in what respects it would be in restraint of trade.

As for its effect upon the public, the manufacturer would have to make the selling price reasonable or they would not buy.

The public suffers in the end, as conditions are to-day, on account of price cutting, as cheap goods are in many instances fostered upon them as first quality to meet the competition of the other fellow. It would benefit business generally and insure a fair and square deal to all. As you will understand, it does not compel any manufacture to make a retail selling price. This would be optional just as it is his privilege to have a good invention patented or not—but who would not have one patented?

A. J. HOVEKAMP.

Paying Their Debts

"There is one alleviating circumstance in connection with out financial flurry," said a man who has much to do with credits. "All those who drew their money from the banks because they were not satisfied of its safety, did not hide it away in their old stockings, but a large portion of them used it for the payment of their debts. They could not imagine a safer place to put it than in reducing their liabilities."

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SALARIES AND GOOD SERVICE

The Education of Mr. Dash—Why One Man Went Stale and Another Didn't—The Remedy Is Discovered in a Round About Way, But Is Effective.

The junior partner of Blank & Dash, Hardware dealers, had for some weeks been keeping an observant eye on Jim. Jim was the head clerk; a man in a responsible position who had entered the employ of the concern twenty odd years before as an office boy, but who had earned his promotion by steady labor, by enthusiasm in the conduct of the business, and by a faithfulness that had never before lagged.

"There is something the matter with Jim," said the junior to himself. "He's off his oats, for some reason or other. Is he sick, tired out, or disgruntled? It will bear looking into."

After a couple of weeks of this observation, which included a careful diagnosis of his patient from all points of view, Mr. Dash decided to lay the matter before "the old man," otherwise known as Blank.

Mr. Blank never went around the roads. His course was to cut across lots. He never stopped to untie strings; he cut them. One of Mr. Dash's duties was to correct his senior's hasty mistakes, and to smooth down the ruffles he caused. Whenever a word of criticism of an employe was heard, Blank's first impulse was to say, "Discharge him." It was Mr. Dash's other duty to see that the man was not discharged without sufficient cause.

The junior approached the subject of Jim with caution. "I wonder if he's sick," he said, half to himself.

"Who's sick?" asked the old man, suddenly wheeling around.

"Stetson—Jim—the head clerk."

"What makes you wonder that?"

"By the way he acts. You know he has been with us a good while; a good man, too. He has always been a pusher; kept things moving, saw that all the departments were in order, kept the other boys up; but of late, say, for the past year, he seems to have lost interest. Things are slack; he is not prompt to the minute, as he used to be. The boys run over him, and take advantage of him. The store shows a let-down, somehow; not very tangible, but apparent, unless I am on the job in person all the time. I can't depend on Jim as I used to."

"Can't depend on him!" shouted the old man, in sudden heat. "Don't let that stand in the way. Bounce him!"

"You can't bounce our old and good men in that way. You've got to have cause."

"Cause!" said Blank. "Isn't it cause enough if a clerk gets stale and loses interest; gets lazy, or slack in any way? Do you expect me to keep a man who is no longer of any use?"

"You must remember that Jim has been with us over twenty years. You can't take a man by the seat of the breeches and throw him into the street in that way."

"I can't?" said the senior promptly. "That's the way I ran my business before you were here, young man."

Mr. Dash said nothing, but he recalled with an inward smile several cases where the Blank method had been put into execution, with unpleasant results.

Mr. Dash went out to think it over. He knew better than his partner did that something must be done about Jim. Several times when he had suggested to the head clerk that things were not running as they ought to, he had been met by a half-hearted response. Stetson had in each case said that the evil complained of would be remedied, but in most cases there was no improvement. Things had slipped back again into the old rut.

"The trouble with the man," said the junior to himself, "is that he has lost his grip."

After several days looking on and thinking, Mr. Dash came to a conclusion. "If things run as they have another week," he said, "I'll follow the old man's suggestion and make a change."

DON'T BID HIGH ENOUGH.

At the end of ten days the junior partner had made up his mind.

"It's a case of go," he said, "the more especially as I have my eye on a young fellow who will just fill the bill."

"The young fellow" was a hustling clerk in a smaller store down the street. Mr. Dash had met him several times and was quite taken with his ways; had done some outside business with him once or twice and was even more deeply impressed.

That noon he timed his going to lunch so that he would meet the clerk half way between the two establishments. When they were close enough, Mr. Dash said, "Hello! Walker, this is something of a coincidence. I was thinking of you less than ten minutes ago."

"I hope the thoughts were pleasant, Mr. Dash," the young man responded.

"That depends," said Mr. Dash. "How would you like to make a change of location?"

"That depends, too," responded Walker, with a smile. "It's about as Sam Weller once asked, 'Where is the feller as can make it worth my while?'"

"How would you like to come with us?" said Mr. Dash.

"Same answer."

"Make it worth your while?" said Dash, with an air of one who could do it, if he felt so inclined. "The long and the short of it is we

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must make a change in our head clerk. For reasons I don't care to go into, Stetson has about made up his mind to step out and go into something else. If you can get away at the end of the month, the job's yours at $1,500 a year. That means something better later, if you make good; and you'll do that, I've no doubt. I don't imagine that the Excelsior pays you as much? It's more than we pay for the job now."

"I am flattered with your offer, Mr. Dash," said Walker. "Flattered that you should have selected me for this possible vacancy. Flattered that you should have offered me more than you are now paying; but I cannot accept, as much as I would like to. I am now getting $1,600 a year, with a promise of more; and, what's still better, I have an eye on a possible chance in the concern."

"Getting more than I offered you!" said Dash, in astonishment. "What! that little concern, that has been running only six years! I don't understand it."

"But years, Mr. Dash," said Walker, politely, "are not the measure of success. I guess you know that we are doing a pretty good business, and increasing it. No, I must decline your offer, with thanks, as it seems to me that it is best for me to stay where I am. I know the ropes there; I know the ground I stand on. It would take a pretty big salary to tempt me away."

When Mr. Dash returned from his lunch he retired into his private office, shut the door, sat down and did some thinking. Away back in his mind was this question, "Why is Walker so enthusiastic over his place and future and our old Jim so stale about his? I wonder?"

MR. DASH GETS INFORMATION.

Two nights later, Mr. Dash, at the stated dinner of the local Hardware Association, sat next young Smithson, of the Excelsior Hardware store. The latter was, as his friends said, "a cynical little cuss," not always wise or kind in his conversation. As he passed the salted almonds to his up-street competitor, he said, "Well, Dash, you didn't catch him, did you?"

"Catch who?" asked Dash, although he knew what was coming.

"Walker, our young man of the name of Walker. A good boy, too. Worth all we give him. Will be worth more, too, before long. You will have to bid high, Dash, to get any of our men away."

"I guess I could have got him," responded Dash, somewhat stiffly, "if I had offered enough."

"I guess you offered all you cared to," said Smithson. "You will learn one thing, my boy, if you watch us close enough. We haven't an inefficient man or boy in our place—and we don't intend to. We pay the best wages in the market, and when we get a man who suits we pay him more than any one else would; not merely to keep him, but to keep him satisfied and in the best form. Pass the celery, please."

All of a sudden there flashed into Dash's mind the thought: "By Jove, I believe that I have found out what is the matter with Jim!"

SURPRISED THE OLD MAN.

The junior partner did some thinking over night. In the morning he called Stetson into his private office.

"How's business?" he asked, cheerily.

"Starts well for this month," said the other.

"I've been looking over the salary list," said Dash, "and have come to the conclusion to brace you up a little. How much is it now?"

"Thirteen hundred fifty," said Jim; "it's been there for three years."

"Not enough," said Dash. "From the first of the month it's fifteen hundred. Now take off your coat, and go in. Go in as you used to, Jim, and there is no telling what may happen in the future."

Stetson shook his employer by the hand, and, not feeling like talking just then, turned and went out of the room.

When Mr. Blank returned from a visit of a week to a factory in which he was interested, Mr. Dash walked into his room and said: "You remember what I told you about Jim? How he seemed to be falling down? Well, I've found out what his sickness was, and have administered a most effective remedy."

"Fired him, eh? Well, that's good."

"No, I've increased his salary."

"What!" The old man wheeled in his chair, and went off like a pistol shot. "Increased his salary!"

"Yes, to fifteen hundred."

"You're crazy!"

"No, Mr. Blank, I am just getting sane."

Then he related the story as above told. "I have come to the conclusion," he said, "that Smithson was right. Jim was not getting his due, and it ate into him. He's a new man now, and if results don't make good, I'll eat my hat."

"Huh!" grunted the old man, as he turned to his desk and resumed his work.

System of One Concern

A leading Hardware manufacturing concern writes as follows regarding a theme which has been extensively discussed in recent issues of the HARDWARE DEALERS' MAGAZINE:

"Our entire plant, including buildings and machinery of all kinds, was appraised a few years ago by an appraisal company, but we have never kept any system of charging off each year a certain percentage for depreciation, as we simply charge off all repairs at the end of each six months' period, so that our machines are kept absolutely in first class condition and, for the purposes for which they were bought, they are generally as good ten years after purchase as they were originally."

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What Are Legitimate Expenses?

"I have been endeavoring for some years," said a man responsible for the selling of the goods of a large Hardware concern, "to formulate some definite rule as to what can legitimately be permitted to go into a traveling salesman's account. So far, I have been unable to find any fixed rule."

"Same here," remarked one of his listeners. "I am sometimes inclined to cut down to the bone, and to permit payment only on these claims: the railroad fares and the hotel bills. The former can be checked off by the railroad cards of rates. The others are indorsed by vouchers in the shape of hotel bills. I am also inclined to add one more item, and that is the expenses involved in the necessary entertainment of customers."

"In that item," suggested the first speaker, "there is opened a very large loophole. A charge for entertaining a customer may mean only a charge for the entertainment of the salesman, or of somebody else who is not a customer."

"Well," said Number Two, "I try to keep that item as judiciously pruned as possible, always keeping in mind the fact that our travelers are honest men and must be treated as such. If I believe there are charges for cigars, drinks or laundry bills, out they go."

"I am inclined to the theory," said another manager, "that the house should allow for any charges that will actually tend to bring business; charges that must be made, or the business in question not secured.

"I have for some time had good results in following this system: When I am inclined to the belief that some salesman's expense is becoming too large, I compare it with those of other men who are operating in a similar field. If I find the charges are not justified, I politely call the attention of the salesman to it. He sees I am on the job with both eyes, and usually the one warning is sufficient. When I find a man has very extravagant ideas and habits, and is chronically disposed to satisfy them to the damage of our expense account, I advise him to buy a farm and study economy, or get into some get-rich-quick concern; in other words, he gets out of the Hardware business so far as we have any responsibility."

"I follow the plan," said speaker No. One, "of requiring all of our salesmen to turn in itemized weekly expense accounts, and provide them with books for that purpose. In these books are printed forms, covering all the regular legitimate expenses, so that so far as they are concerned, only the figures need be filled in. There are also separate blanks left for incidentals. When this last figure looks a little too large the salesman is politely asked to give us the details.

"I am also interested," the speaker continued, "in the methods employed in keeping in constant touch with the salesmen from day to day. We make it our business to keep them posted so far as we can on all matters of especial interest in the territory they cover, and expect them to do the same by us. Once a week they are expected to fill out a printed blank as to conditions of trade, etc., in the places over which they have passed."

Keeping a Telephone Record

"It has been my unpleasant experience," said a veteran Hardwareman, "that telephone messages received in my establishment have been often overlooked and their instructions neglected, because no record has been kept of them. Also that if the message sent by the line was attended to, there was no record kept for future reference. Because of this lack, complications and disputes often arose. I would guess that these telephone messages caused us about as much trouble as any one other method of communication.

"I have therefore had installed a system of telephone records which keeps track of all messages received and delivered over the telephone, or all business done by this verbal method.

"We have pads of telephone notes (see figure), which are kept on the desk of each

TELEPHONE NOTE SLIP.

Messrs
Date.....Time
.....Received.
.....Sent.
.....Clerk.

(Reply on Reverse.)
John Smith,
Hardware Dealer.
Telephone:
South, 1021.

employe who is liable to receive or send a message. Whenever a message is received, the person by whom it is taken puts down the name of the individual or concern from whom it comes; also the hour and day, and his own name. He records briefly the purport of said message, and puts his own reply on the reverse. The same course is also followed when anyone in the office calls up an outsider. These slips are then filed away, as letters would be. It saves us a lot of trouble."

Need Traps and Cans

The employers' associations of the metal and Hardware trades of San Francisco have agreed to co-operate in pushing the sale of rat traps; not so much for the money to be made, as for the destruction of the rodents that spread the bubonic plague into all parts of that city.

They held a meeting the other day in the Chamber of Commerce rooms, for the purpose of listening to Dr. Robert Blue, of the United States Hospital Marine Service. This official

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declared that war must be waged against the pests for a number of years before the city could be declared safe, and that the city must be made rat proof as regards all its buildings if the danger of revivals of the plague are to be lessened in future years.

"For the present," said Dr. Blue, "I can only urge that every citizen exterminate as many rats as possible. One pair of rats is able to breed 800 progeny in one year. It is necessary that all matter which furnishes food for rats should be kept in such receptacles where they cannot get at it, and by starving them they will take more readily to poisoned foods."

The Hardwaremen present agreed to aid by all the means in their power; especially in urging the public to buy rat traps and covered cans for the holding of garbage.

It Handles Some Hardware

"A Louisville Hardware house," said Harry S. Perkins, of the city named, "surprised the railroads a few years ago by asking for a carload rate on clocks. No other city had ever asked for such a rate, much less had occasion for shipments so large. For a long time the railroads would not take the request seriously, as they believed such large shipments would not be made. Louisville is, to-day, practically the only city that avails itself of the carload rate which was finally established.

"It is also the only city in the country that has ever received its guns in carload shipments. As many as 40,000 have been handled in a single year. Louisville is one of the few cities in the country that directly imports foreign guns, and its total gun imports compare favorably with these few other cities. One can form some idea of the magnitude of its Hardware trade when it is explained that one house brings a large portion of its requirements of nails and wire from Pittsburg to Louisville, in barges, and these barges are never laden with less than the equivalent of forty-two carloads, the largest having brought the equivalent of eighty-two carloads, and all consigned to one wholesale establishment. It is not merely one barge load for a season, but many barges. Upon one occasion two barges bearing sixty thousand kegs of nails arrived together. In 1850 the arrival of a shipment of 1,000 kegs of nails was considered of sufficient importance to justify this same house in advertising the fact far and wide."

Demand a Tariff Revision

H. E. Miles, a tariff expert who is chairman of the tariff committee of the National Association of Manufacturers, expresses his views on this now prominent and pressing question, as follows: "The manufacturers of this country are tremendously in earnest in their demand for the immediate appointment of a non-partisan tariff commission. Since 1897 the country has made infinite progress in all directions, and methods as well as measures are necessarliy more exact, and the public interests are much more closely watched and served. Things have a moral significance which they did not have ten years ago. The present tariff was hurriedly made; it is illogical and can scarcely be said to be a protective tariff. It is a tariff of discrimination and favoritism. It has no exact and close relation to the principle of protection, which is supposed to justify it. There is an irresistible demand that legislation shall better conserve the right of the individual than heretofore."

James W. Van Cleave, president of the same association, added his views as follows: "The tariff must be brought down to date. This must be done as soon as practicable after the inauguration of the President in 1909. The people demand this. Whether the needed changes be few or many a commission of non-partisan, non-sectional and impartial experts must mark them out beforehand, and the country must see what the changes are to be. Heretofore tariff revisions have often been, as regards many important articles, dictated by conclaves of politicians and special interests. Does the standpatter oppose a tariff commission because he objects to bringing the work of tariff adjustment out into the sunlight? Or does he think that the conditions have not changed since 1897, and that the tariff is in as close harmony with the facts now as it was then?"

Special Auctions of Hardware

In Washington, Ohio, the Hardware firm of Glascock & Rothrock have introduced an innovation in special sales. They announced in February a series of auction sales. These were not closing-out sales, or sales to get rid of out-of-date, broken-lot or damaged goods, neither forced sales in order to raise needed cash, but special bargain offerings for the sole purpose of introducing to the trade some of the standard goods their various lines represent.

They proposed to sell at public outcry from their regular stock, and at the purchaser's own price, some of the leaders they have been handling for years in farm machinery, etc. They offered liberal terms to purchasers at this first annual sale, and gave a guarantee.

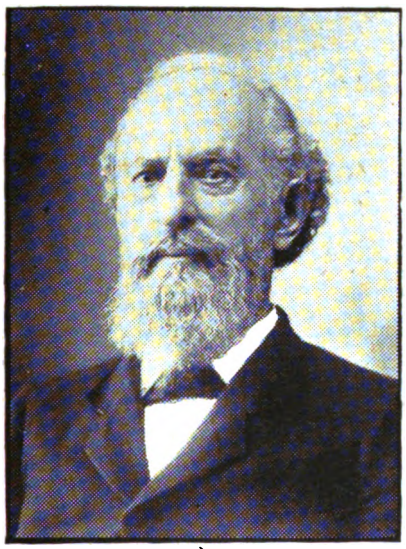
Some nights ago, the Hinde Hardware Co., of Riverside, California, sent up a large illuminated paper balloon from the roof of their store building. Attached to this was an order on the company for five dollars in gold to be awarded to the finder. The young man who claimed the prize, decided he would prefer five dollars' worth of housefurnishing goods, to the cash; and a blushing young woman who accompanied him, applauded.

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CHANGES IN THE CORBIN CONCERNS

Philip Corbin, one of the pioneers and master-minds of the Hardware industry of the United States, has decided to lay down the burden of active business, and in consequence there have been several important changes in the Hardware world of that great Hardware city—New Britain, Conn. A lot of the younger men have been pushed to the front. Lieutenants have become captains, and corporals and privates have become lieutenants.

These changes were made at the annual meetings of the various Corbin corporations, held a few days ago. Mr. Corbin still retains the presidency of the controlling organization, the American Hardware Corporation, but has dropped his other offices. The men who have been chosen to take charge for the ensuing year are as follows:



PHILIP CORBIN,
Retired as President of P. & F. Corbin.



CHARLES H. PARSONS,
President of P. & F. Corbin.

Directors and officers of P. & F. Corbin—Philip Corbin, Charles H. Parsons, Charles E. Wetmore, Charles Glover, Charles M. Jarvis, A. N. Abbe, C. B. Parsons.

President—Charles H. Parsons.
First Vice-President—Charles E. Wetmore.
Second Vice-President—Charles B. Parsons.
Secretary—A. N. Abbe.
Treasurer—Charles E. Wetmore.
Assistant Treasurer—F. L. Prior.

Corbin Screw Corporation.—Directors and Officers—Philip Corbin, Charles M. Jarvis, Charles Glover, Howard S. Hart, Theodore E. Smith, Charles H. Parsons, B. A. Hawley, C. A. Earl, W. J. Surre.

President—Charles Glover.
Vice-President—Clarence A. Earl.
Treasurer—Theodore E. Smith.
Secretary—William J. Surre.

Corbin Cabinet Lock Co.—Directors and Officers—Philip Corbin, Charles M. Jarvis, Charles Glover, Darius Miller, W. H. Booth, C. H. Baldwin, D. O. Macquarrie, of Chicago, and George F. Taylor, of New York.

President—C. H. Baldwin.
Vice-President—W. H. Booth.
Treasurer—C. H. Baldwin.
Secretary—W. H. Booth.
Assistant Secretary—J. H. Latham.
Assistant Treasurer—C. A. Blair.

Corbin Motor Vehicle Co.—Directors and Officers—Philip Corbin, Charles M. Jarvis, Howard S. Hart, Charles Glover, Paul P. Wilcox, Max S. Hart, Andrew J. Sloper, Robert C. Mitchell, B. B. Bassette.

President—H. S. Hart.
Vice-President—Max S. Hart.
Treasurer—Max S. Hart.
Assistant Treasurer—B. B. Bassette.
Secretary—B. B. Bassette.

Russell & Erwin Mfg. Co.—Directors and Officers—Andrew J. Sloper, Frank L. Hungerford, Charles E. Mitchell, Howard S. Hart, Benjamin A. Hawley, Isaac D. Russell, Philip Corbin, Charles M. Jarvis, Joel H. Van Newkirk.

President—Howard S. Hart.
Vice-President—Benjamin A. Hawley.
Treasurer—Isaac D. Russell.
Assistant Treasurer—John H. Van Newkirk.
Secretary—Theodore E. Smith.

The majority of these men are well-known to the Hardware trade of the country. Charles H. Parsons, the new president of P. & F. Corbin, is a man of wide acquaintance, and his promotion will give great satisfaction.

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Mr. Parsons was first elected a director of this concern in 1891. He had been with the company since 1873, when he left Landers, Frary & Clark to become a traveling salesman, covering the field of New England and Canada. The portion of the time that he was not on the road he devoted to the order department. In 1879 or 1880, when the care of the general trade was transferred to New Britain, Mr. Parsons left the road and took charge of the orders. His duties increased rapidly and in him the officials found a man who seemed to meet every emergency. He was always tactful in dealing with customers and he had great executive ability. In addition it seemed impossible to work him out in the sense that no sooner was one task done than he was ready for the next one. Settling a big problem at home he would jump aboard a train and start for the Rocky Mountains or the Pacific coast in the interests of the business, and his trips invariably meant orders. He has maintained a personal relationship with the big customers of the company throughout the country and is



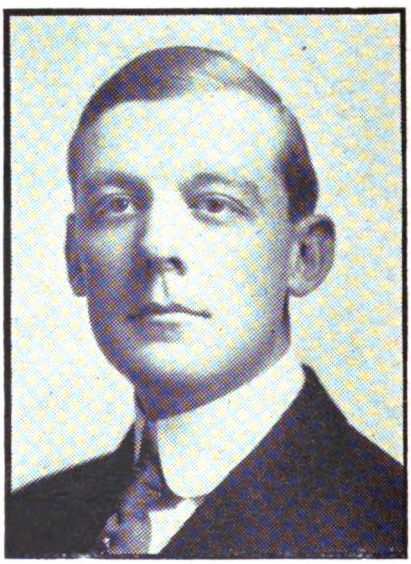
W. H. BOOTH,
Vice-President of the Corbin Cabinet Lock Co.



C. H. BALDWIN,
President of Corbin Cabinet Lock Co.



CHARLES E. WETMORE,
First Vice-President of P. & F. Corbin.



CHARLES B. PARSONS,
Second Vice-President of P. & F. Corbin.

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probably one of the best-known among the trade of the New Britain manufacturers. He is in every sense "The Man Behind," and no man could be more deserving of the crown of business success that has come to him.

First Vice-President Charles E. Wetmore was first elected a director of the company in 1897. He had entered the employ as a boy in 1871. When the estimating department was opened in 1874, Mr. Wetmore was transferred to it, and in 1880, by his perseverance and assiduity to the business had had arisen to the head of the department. In 1896 Mr. Wetmore was made superintendent.

Charles B. Parsons, who has been promoted from assistant secretary to second vice-president, went to the company upon being graduated from the High School in 1894. Three years later he had become head of the order department and continued in this position for several years, the department in the meantime doubling in size and importance. He has been a valuable assistant to his father in the sales department.

Carlisle H. Baldwin, the new president of the Corbin Cabinet Lock Co., has been connected in various capacities with the company for a number of years. In 1876 he entered the employ of the Eagle Lock Co. and remained with that company until November, 1899, when he connected himself with the Corbin Cabinet Lock Co. For two years Mr. Baldwin has been vice-president of the company.

William Howard Booth, the new vice-president of the Corbin Cabinet Lock Co., entered the employ of the company as office boy, and since that time has successfully worked his way, step by step, through all the various positions until now he has been elected to the important position of vice-president, in charge of sales.

The other men, like Mr. Jarvis, vice-president of the American Hardware Corporation, and Mr. Hart, have heretofore held the positions to which they have been re-elected.

Philip Corbin has not laid down these duties because of extra physical or mental disturbances. His eighty-fourth year finds him still a massive figure of a man, hale and hearty. He daily spends several hours in the office of the American Hardware Corporation. Of late years he has derived a great deal of pleasure in automobiling. He has always been a lover of outdoor athletics.

During his successful business career Mr. Corbin has pursued a conservative course when entrusted with the responsibilities of the livelihood of other people. He remarked recently to an interviewer that he never purchased a share of stock in his life on margin. He never indulged in the speculation so common among the wealthy men of the day. When he felt like an investment there must be no flavor of gambling about the transaction. He purchased the stock outright and put it in his safe. He always had a conservative idea of the value of his own services to the house that he had founded and guided, and save for an injustice that might be done to others would have kept it at a much smaller figure than he reluctantly accepted.

His views of life and of business life have been formed by years of labor and of special observation. Speaking recently to a number of his associates and employes, Mr. Corbin said:

"I often hear the young men of to-day speak of the opportunities that were to be found fifty or sixty years ago when I started out for myself in comparison with those that are to be found at the present time, claiming that no such opportunities for young men exist now that were to be found in my younger days. As a matter of fact the opportunities of fifty or sixty years ago had to be made by the young men themselves if they had any, and to-day ready-made opportunities are to be found on every hand for young men of the right kind who may have them by merely taking them up and filling the positions offered them. The management of the immense business of the country must necessarily fall upon the young men, and it will only fall upon those who are fitted for it, and it lies within the young man himself whether he will take one of these positions or for want of the proper ability or application to his business let it go to others.

"Opportunities will not come to the young man who habitually comes to his work a few minutes late and watches the clock during the day, anxious for the time to leave it, and who leaves his work just before the regular time to quit it. Opportunities are not waiting for such young men as that. They are waiting for him who will be prompt at his business, energetic and painstaking at his work, and whose only desire is to do the best he can for the interests of his employer.

"When I came to New Britain sixty years ago I went to work for the Russell and Irwin Mfg. Co., at very small wages. I found that they were in the habit of hiring somebody to sweep out their shop once a week, for which they paid fifty cents. It was done Saturday afternoons, and I sought the contract and obtained it. It took all the afternoon and many times until late in the evening, but to me that half dollar was a munificent sum, and I made up to my employer the time which I lost by working evenings. What would the young man of to-day think of that opportunity?"

In the state of Colombia, South America, many orders for the cheaper lines of Hardware are still placed in Germany, but the better class comes mostly from the United States, and has done so for many years. For example, the American machete, an article almost in universal use, holds the market.

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Why Discounts Will Stay

"In your issue of January," said a well-known Hardwareman, with a philosophic turn of mind, to a representative of the HARDWARE DEALERS' MAGAZINE, "I note with interest the discussion of 'lists and discounts,' which, of course, applies to Hardware.

"I doubt if any one would know 'where they are at' regarding prices on some Hardware items if discounts were eliminated, and goods sold net. For example, take bolts, screws and many other items, by changing one price in discount, hundreds of items are changed in price, and if priced net it would mean a vast amount of work and confusion for salesmen, pricemen and buyers. Furthermore, the retailer, if he bought files, etc., net, would be paying from 5 to 20 per cent. more profit on some sizes than on others.

"Some jobbers are now requesting their salesmen to sell such goods as they can net, instead of allowing the regular discount to appear on the order, whenever a retailer will stand for it.

"In figuring net prices, the fractions and odd cents are always in the seller's favor. Again, the price of staple goods, such as bolts, fluctuates, yet the change is often slight, and with a large base discount an extra 5 per cent. can be added to or deducted from the price without meaning much. For instance, with an 80 per cent. base price another 5 per cent. means practically 1 per cent. on a 20 per cent. base, and a change of 1 per cent. on most goods would seldom be made, but on double-pointed tacks with 80-20-10 per cent., another 5 per cent. or 10 per cent. can be made, and although it looks big, does not in reality amount to much.

"Some argue for a simpler discount, and this would mean a decided loss to the jobber. Again, to illustrate, a few years since all steel goods carried the same discount; one jobber's salesmen would quote 60-10 per cent. off list; the next salesman would go 5 per cent. better; then we would hear of 70 per cent. and so on till jobbers lost money on steel goods, and demanded lower cost from the manufacturer, because the line showed a loss, and the steel goods manufacturers were generous enough to make concessions for jobbers' salesmen to give away until they, the manufacturers, discovered that they too were selling at a loss. Then the manufacturer woke up and put into effect a most complicated and confusing discount on any line of Hardware, and to-day they and the jobbers are making a very nice average profit on steel goods, and not one retailer or jobbers' salesman in a thousand can name the full line of discounts on steel goods, without referring to invoices or cost books."

"Then you are not inclined to bid farewell to the discount system?"

"I am not," was the answer. "The Hardware discounts are here to stay, and I for one, am glad of it. I see that one party states 'we do feel however that the present system is gradually being rigged to suit the large jobbers' and further 'we find it increasingly hard to do business with the manufacturers.'

"On the same page one of the big jobbers states they would prefer net prices; thus do jobbers disagree in regard to the results of discounts.

"I believe during the past few years of unusual prosperity, large retailers and would-be jobbers have been able to use some goods in quantities large enough to get many manufacturers to quote their best jobbing prices, but as it caused so much friction among other retailers and legitimate jobbers, that hereafter when quotations are made, the manufacturer will 'size up' the customer and conditions rather than the order, and that very many will find it more difficult to buy direct from manufacturers than they have in the past, and this is as it should be and best for the trade in general."

Secured a Permanent Footing

A Hardware importing concern of Lima, Peru, declares with much satisfaction, that after two years' coaching they have received a consignment of machinery from Troy, N. Y., in perfect condition. In filling a trial order the firm had asked for suggestions and had announced its willingness "to make everything right." The packing was so bad that a good deal had to be made right, but this was done cheerfully. The suggestions from the Peruvian importer were partially followed in the next shipment, and he felt encouraged to repeat his orders, at the same time carefully explaining further improvements that were necessary in the packing. Now he is satisfied that he can continue this business in security and the Troy firm has a permanent foothold in the Peruvian machinery market.

Intentions Were Good

A western Hardware jobbing house recently had the pleasure of acknowledging the receipt of the following lucid communication:

"Blank Hardware Co.—Gentlemen i am taken the liberty of sending you my note pabel march the first hoping you will bee abel to take care of me in that way) i am sorow that it has ben so i could not setel with you before now and i hope you will take my note as a setelment) i will send you a draft to reach you by the first day of march) the reson i hav not riten you before now i hav ben tring to Colect money to pay my bills but i find that is a harde job) tha is very litel buisness doing in my setelment now) and it makes money maters auful tite) but i am looking for business to pick up very sewn i hope you will not think hord of me in this mater) for i hope to doo a hole lot More Buisness With You In The Neare Futcher."

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A PERSONAL EXPORT CAMPAIGN

An American With Experience Going Around the World With American Hardware—The Difficulties That the Exporting Manufacturer Experiences—The Attitude of the Foreign Buyers—A Large Chance for Misdirected Energy.

Mr. Benjamin Megie, a resident of New York, whose headquarters at present are at the Prince George Hotel, was formerly in government employ, and has been for a time connected with export interests. He has traveled extensively about the world, keeping an eye constantly on conditions surrounding the export of American Hardware.

Mr. Megie has planned an extended campaign in which this knowledge and experience will be of vital aid.

He will leave on or about the first of April for a thirteen months' trip abroad, beginning at Alexandria, Egypt, and extending throughout India, Java, Sumatra, Siam, the Philippines, China, Japan, Siberia and other countries en route, and winding up with a complete circumnavigation of the globe. He will take with him a limited number of mechanical lines, among which are sanitary plumbing goods, small tools, typewriters, pipe cutting machinery, small arms, water supply systems, gasoline engines, fountain pens, safety razors, wire fencing and automobiles, which he will introduce and promote in the interests of the various makers.

In an extended conversation with a representative of the HARDWARE DEALERS' MAGAZINE, Mr. Megie touched upon a number of points vitally affecting the extension of American Hardware interests into the larger markets of the world.

"It is well known," said he, "that we do not have the export business that our situation warrants. This is entirely due to the lack of interest of the American manufacturers. My correspondence shows that less than one per cent. of makers have ever made an effort to secure export business, and at least one-half of this number have not made any direct bid for it through the channels they observe in trade at home.

"America being a large and growing country, our makers have always found a home demand, and for that reason have not competed abroad with the makers of Europe. On the other hand European countries being small, and their home markets still smaller, they have been compelled to seek their outlet outside their borders. A Frenchman, for instance, thinks no more of sending a salesman to Siam than the New Yorker does of sending one to Topeka, while the average American maker with nerve enough to send a salesman with samples through this country at an expense of $10,000 yearly, does not muster up sufficient courage to send a man across the border, at an expense much less than that amount, where there is practically no competition, a fast-developing country and unlimited opportunities for success, as has been amply demonstrated to the entire satisfaction of the few who have tried.

"It is true," he continued, "that some business has been done abroad through the so-called manufacturers' agent, with a large export end to his string. They lead the maker to believe they find the market. Well, they do find it—so does the jobber at home—after the manufacturer has created it—and he must create it abroad in precisely the same way he does at home—by experienced and intelligent presentation of his wares.

"Right here many makers fall down, by beginning their foreign experience through the wrong channels, and when failure results jump to the conclusion that 'it's no use.' For example: One maker of a line used largely in the East upon being approached with a request to send out his line on a commission basis, refused. His reason was that several years ago he had made a contract with an exporting house to sell for him and had paid them $25 per month for one year—the grand sum of three hundred whole dollars. Result: He finally sold enough to get his money back—business too small—wasn't interested any longer. When it was pointed out to him that the sum total of representation given him was the publication of an advertisement in a thousand page catalogue along with 999 other articles, several of the same character, from a needle to an anchor, and the laying down of this book in front of Mr. Ki Ki, of Hong Kong, he began to realize that his failure was due to a bad salesman (still he got out whole). It was suggested that when he had found a bad salesman at home he had quit that method of merchandising and the building full of goods was a collection he had made. A new light then dawned—he had never considered it in that manner.

"Exporting and selling are each separate and distinct professions and each should be conducted without relation to the other. When they are combined they will jar and discord will result. Example: Smith, who is an exporter, is appointed by a pipe company as exclusive selling agent and opens an account in Bombay. Along comes Jones, also an exporter. Mr. Bombay wants more pipe company goods; does he get them or does Jones divert him to another line? Now, if Jones sends the order in to the company, knowing

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Smith to be the selling agent, does he not also know that he loses the export commission? Is he in the export commission business for his health? It does not require a Philadelphia lawyer to figure out that this pipe company does not receive the order. Now, what good can such representation do any manufacturer?

"Now suppose this company sent out its own man or one without export connections, leaving each buyer to choose his own exporter in the same manner as home merchants choose their express company, then would the true export house, seeing the general promotion and increase of business (his own included) endeavor to divert trade from one maker to another, or would he attend strictly to his own business of exporting and co-operate to the advantage of the manufacturer?

"My experience," Mr. Megie added, "through personal business transactions in the various countries traveled by me has shown the absolute necessity of the manufacturers being represented direct; the placing before the merchant of the wares in an intelligent and practical manner by persons experienced in their general use and construction, and has satisfied me that for the neglect of this alone the American maker receives so small a portion of the foreign trade. The manner and method of present transportation is good and improving as trade increases; banking facilities in most countries are ample, and there are export houses fully able and capable of forwarding all shipments, and who are willing to finance all clearances to responsible and well recommended buyers.

"With few exceptions, American makers are fully equal to the competition of the world, and with experience and some knowledge of the manner of packing goods for use and shipment as required in various countries, their prospects are exceedingly bright."

Mr. Megie states that the attitude of the foreign buyer toward the American seller is exceedingly conservative until relations have been once established and confidence placed, thereafter he is open, trustful and loyal. Business once established usually sticks and runs into large volume.

Mr. Asbury and Waterways

There is no more welcome visitor to the Hardware Club of New York than Charles W. Asbury, of the Enterprise Mfg. Co. of Pennsylvania, Philadelphia, who is also president of the American Hardware Manufacturers' Association. Mr. Asbury has been selected by the National Association of Manufacturers to represent that organization in the movement to improve our inland waterways. In speaking on this theme, Mr. Asbury said: "To my mind, this great question of improved waterways should not be handled in a spirit of localism or sectionalism, but intelligently and systematically in a businesslike way, precisely as any captain of industry would attack the enlargement of his business by added departments. The first step to engage attention should be the preparation of comprehensive plans, which should embody all the available means for securing water transportation over the broadest possible area of the country. There should be an end to limited annual appropriations for rivers and harbors, the result of which has been a little money spent here, and a little more there in proportion to the influence and energy exerted in behalf of any specific, but comparatively small project. A businesslike substitution for this procedure would be the preparation of comprehensive plans, which in the end will accomplish the largest possible good to the country at large. Appropriation should then be made liberally to carry into effect the general plan."

The Office Stenographer

A man who has had wide experience in managing the executive offices of a large manufacturing concern, makes these pertinent suggestions as to one now indispensable class of employes:

"I avoid hiring pretty stenographers, because they are apt to get married just as they are becoming of value. I also avoid very young girls for experience has shown that they want to be off too often to attend parties and picnics.

"My best results come from the girl just out of business college. I start her at a very small salary and advance her slowly as she shows ability. I always have two or three of these beginners in order to be prepared for increase of business and any vacancies that may occur.

"I look for a girl from a good, but not wealthy family, if possible one from a family that she has to help support. The girl who works simply to clothe herself and earn a little spending money is not likely to be permanent."

The Turn Is Very Near

Even the most cautious of our business experts are beginning to agree that things are not nearly so bad as the pessimists have been making out. For instance, said Charles E. Meek, secretary-treasurer of the National Association of Creditmen: "When things turn they will turn very suddenly, and I think there are signs that the corner has been reached. Of course, it must be remembered that the depression has not extended to every part of the country, that some sections have been very little affected. The country will speedily respond to the early signs of revival." Mr. Meek is in daily touch with the men who ought to know—the creditmen of all the great mercantile houses from Maine to Texas.

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A YOUNG MERCHANT AND HIS NEIGHBORS

He Extends the Right Hand of Fellowship—The Manner in Which It Was Received—A Patriotic Attempt in the Direction of Fraternity and How It Eventually Came Out—Modern Ideas in Contrast to the Old.

Phineas J. Stedman had received his business education under the admirable and genial auspices of the Ridlee & Supdell Hardware Co., of Philadelphia, Pa., and in consequence had learned the most excellent adage that molasses catches more flies than vinegar; that politeness, cordiality and good esteem toward one's competitors are better than backbiting and throwing brickbats through the front window, and that the best way to get along with one's fellow men is to treat them as fellow men. In other words, he had taken in, from his office boy youth, the milk of brotherly love for which the Quaker City is famous. It was only when he ran up against the cold world of the outside that he discovered how cold it really was. Hence this narration.

AN INSPIRATION ARRIVES.

On his twenty-seventh birthday, or, to be exact, on Jan. 4, 1905, this young and well-disposed Mr. Stedman had an inspiration. It came to him in these words: "My boy, you have six thousand dollars tucked away in the savings bank. Why are not you and this money joined more closely together? Why not get out and hustle for yourself?" He hastened home to break the astounding idea to his wife. All the answer he received was, "I've been wondering about that for the past two years."

"But you don't know what I mean!" he gasped. "It is to go in business for myself."

"Of course," was the placid answer.

"Not in Philadelphia," he continued, "but in some much smaller town. To move away from here, for good. What do you think of that?"

"We would take the baby and the household goods," she answered. "So what does it matter?" He sat down to think it over. Women are so unexpected, you know.

Mr. Stedman began to make inquiries and look around. It was a slow and vexing process. So much depended that he did not wish to make a mistake by rashness. He looked over at least forty established places; was offered so many "bargains" that he became suspicious of them all. Finally, he came to one set resolution: "If I begin, it will be from the ground up. No second-hand junk shop for me. I'll start with a new store, a new stock, a new name, and, so far as goodwill is concerned, I believe I would rather create that than buy it."

He finally started. The town of Mesopotamia, Pa., had a large and growing population, was becoming a railroad center, and offered a future. "Of those three stores," he said, "I am only afraid of one. The other two I can get away with." This was the Philadelphia modesty taking flight; with the growth of his courage, self-confidence had been born. "The two are old fogies," he added, "but don't ever repeat that. It would hurt us from the start."

MR. STEDMAN MAKES SOME CALLS.

We will skip the purchase of an almost new building; the removal, the fitting up, the buying of goods, the opening; they come with every venture of that sort. His cash was judiciously invested; his credit was good from the start; his expectations were modest, and he was willing to work like a dray-horse. Then he began what his friends "back home" declared was to be a successful career.

This chronicle has little to do with the business developments of Phineas J. Stedman, except in one respect. That was his relations with the other merchants of his line, the live man and the two "old fogies," of whom he was not afraid.

Mr. Stedman had not contemplated the new sign over his new door for more than two weeks when he began to wonder why the other Hardwaremen of the town had not given him a formal call of welcome. This was the custom in the places with which he was best acquainted, especially since the organization of the Hardware associations. It might be war to the knife in a business way, but why should that prevent pleasant and courteous social relations?

He waited another week and then said to himself: "I will show them how it ought to be done; that I harbor no ill-will because they have been here longer than I have." He put on his hat and made three calls.

His first was to J. Robinson & Son, the oldest establishment in the place. J. Robinson had been dead some thirty-five years, and the Son was himself an old man. When Stedman held out his hand and said, "I am Mr. Stedman, of the new little store down on Market street," the old man looked older than he was; but he looked no more surprised and disgruntled than he felt. He managed to say, "I am glad to see you," but inwardly his comment was, "I call this gall. I wonder what he is trying to work me for?"

The call was brief at the store of T. Enos & Co. Mr. Enos proved himself a suave, diplomatic man, who could be as smooth as a poker chip and as cold as an ice cake. His greeting was most polite but frigid. He was glad to see Mr. Stedman. He hoped he would succeed. Yes, business was rather good. "You see," said Mr. Enos, "that we carry the best

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stock in town, and pride ourselves on the quality of our trade. It is a trade that one can hold by the right treatment, you see."

"That's true. I congratulate you," said Mr. Stedman, heartily.

"Doing anything yet?" asked Mr. Enos, loftily.

"A little," said Mr. Stedman. "I ran up to Philadelphia a couple of days ago, and took a three-thousand order for the new railroad shops."

"Indeed!" said Mr. Enos, a little less lofty. "I looked the matter over, but did not care to bid." The fact was he had no idea that such an amount of business would be doing for the shops for six months at least. He looked at Mr. Stedman. He seemed to have grown taller in the last two minutes.

The Smith Hardware Co., in the person of Thomas T. Smith, was cordial, encouraging and genial. The junior of the firm, Mr. Savage was reserved. Mr. Savage plainly remarked that he did not believe Mesopotamia needed another store, and that Mr. Stedman would have done better if he had stuck to Philadelphia. "A number of my best friends feel in the same way," he responded, diplomatically.

HE USES THE CURRYCOMB.

The young merchant went home and sat down to consider it. "Snubbed all around," he said. "Sat down on by the whole crowd, except Smith. But I've met all their sort a dozen times before. That's what one learns by five years' traveling on the road—to go into the stalls of just such biters and kickers and curry them down until they will stand without being hitched."

In less than a week he had a chance to make good use of his currycomb.

A man from Scranton came over to Mesopotamia, under contract to erect a large block for store purposes, with an opera house above, on the principal thoroughfare of the town. Smith, Enos and Robinson pricked up their ears when they heard of it; they were so ready to welcome this new man with a large buying capacity, that he could have had anything in their stores, on any decent terms he would offer. All except Stedman. He know all about this man from Scranton; how he moved from place to place, sticking somebody in every one of them; how he was execution-proof, and how a number of confiding merchants were still whistling for their money.

He sat down and wrote three letters—one to J. Robinson & Son, one to the store of T. Enos & Co. and one to the Smith Hardware Co. All were identical:

"Dear Sirs: I feel it but proper and neighborly on my part to put you on your guard against John Blank, who has the contract for the opera house block, and, in doing so, I am only doing as I am sure you would do by me. He is utterly untrustworthy, and all dealings with him should be for the cash." He then proceeded to record the career of the man for the past half dozen years.

When Mr. Robinson read his note, he looked at it with amazed surprise. "I wonder," he said to himself, "what this cheeky cuss is trying to work me for." He did not answer the letter, but set some inquiries on foot, and the result was that John Blank got no credit at that store.

Mr. Enos acknowledged the letter with a formal two lines. Mr. Smith went further; he called on Stedman and thanked him in person.

The result was that Blank bought a few goods in Mesopotamia and paid for them. He purchased the rest in Philadelphia and the accounts are still on the books. And Stedman arose in the opinion of his competitors.

Three months later he added another service of a similar nature. He knew a way to force immediate payment from a doubtful party. He let the others in, and when the man failed, six months later, no Hardware store figured on the list of losses.

AROUND THE FESTAL BOARD.

Some days later the head of the Smith Hardware Co. called on Mr. Stedman.

"You seem to be a decent sort of a fellow, my boy," he said, "and I don't think we have treated you right. You did us all a good turn the other day. Have the other fellows acknowledged it?"

"Just a line from Mr. Robinson and a word on the telephone from Mr. Enos."

"Well, you see, I have brought my thanks in person. The trouble with Robinson is that he is so narrow-minded and suspicious, that he is always afraid some one is going to do him up. If you look into his store window as you go by he suspects you are trying to steal a grindstone. Enos is so stuck on himself and his store that he can't see any one else, or imagine that any one else is doing business. But they are good fellows at heart; sound, honest and staunch to their friends. I wish we could all get a little better acquainted."

"I have often thought," said Mr. Stedman, "that I would like to know you all better. I wonder if we couldn't manage a mutual blowout of some sort? I would like to give you all a dinner, but it would look like cheek coming from me."

"That's so," said Smith. "They would think you were rushing things too fast for a newcomer."

Then, after a moment's thought, he enunciated a sudden resolve: "But, what's to hinder my doing it, and by gosh! I will!"

Mr. Robinson and Mr. Enos were surprised a little later at receiving an invitation to dinner, as the guests of Mr. Smith at the Mesopotamia Hotel. Mr. Enos wondered what it might mean, but accepted. Mr. Robinson asked himself: "Is old Smith up to any new

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games at someone else's cost at this late day?" But, curiosity, respect for a neighbor, and a rather dormant love of good-feeding, caused him also to accept.

"It's all right," said Smith to Stedman, over the telephone. "Be on hand Thursday night, and you'll find that we are not so bad a lot of polar bears as we have been made out to be."

There were no drinks at that table, except cold water, coffee and Jericho cider. The last-named looks like champagne, bubbles like champagne, smells like champagne, and, to the crude taste of a man who has not dallied much with champagne, tastes like it; with possibly the same effects.

Whatever the cause, the three Hardwaremen, who had for years done business in the same town, and who had known each other as rivals, but never before put their feet under the same table; the three men who had been suspicious of every move made by the others, thawed out under the influence of the food, the coffee, the cider, and the diplomatic and cordial manner of the young man from Philadelphia. They discussed business, told stories, joked each other's business methods, and above all, made discoveries—discoveries as to good qualities and the possibility of cordial relations never before suspected. The foundations for much mutual helpfulness were laid there and then.

The climax came when the once-crabbed old Robinson arose and proposed a toast:

"Here's to the young man from Philadelphia! I will frankly say, gentlemen, that I did not welcome him. We did not want him. and I don't know as we needed him. We got along for quite a number of years without him.

"But here he is, and he looks like that sort of a fellow who has made up his mind to stay. Well, as we must put up with him, let's treat him white, and get out of him all the good we can.

"He has done me favors, and when he did them I wondered what he was after. He has to-night told us what he is after, and I take him at his word. He wants to help us so that we will help him. He wants to aid us in building up this town; it needs building up badly enough, in several directions. He wants to show us that business rivals can be friends. Says they do that in other places.

"I for one am willing to try it. How about you fellows?"

"We're with you," came an answering shout, at which the landlord showed an anxious face at the door, and looked at the clock.

Increase of American Patents

The inventive genius of the American is adding yearly to the burdens of the national patent office. In the last fiscal year there were received 56,514 applications for mechanical patents, 816 for designs, 192 for reissues, 19,007,869 applications for trade marks, 982 applications for labels and 422 applications for prints. There were 34,338 patents granted, including reissues and designs, and 8,795 trade marks, 660 labels and 325 prints were registered. The examiners in the patent office are all graduates of colleges, and 90 per cent. of them have been graduated in general and patent law.

Loses Goods for "Tipping" Buyer

Victory for the Anti-Tipping law was recorded in the Appellate Division of the Supreme Court, New York, when a decision was given that a merchant need not return or pay for goods bought by one of his employes.

The case was that of a store which appealed from a judgment obtained against it in the city court, on the ground that the goods for which judgment was given were bought by its purchasing agent after the seller's agent had agreed to pay five per cent. to the agent to buy the goods. The purchasing agent is alleged to have received $75 for his share on a bill of $1,555.81.

Judge Laughlin said the questions of fact were established, and decision should rest upon the interpretation of the law.

"The judgment of the lower court is wrong and should be reversed," he said. "That the bribe was conditioned upon plaintiff's getting the order is demonstrated by his agreement to pay a percentage of the selling price of the goods.

"The corrupt practice of secretly offering bribes to servants, agents and employes to induce them to place contracts for their masters or employers has spread to such an alarming extent that its viciousness and dishonesty attracted the attention of the legislature in 1905 and led it to declare it to be a misdemeanor to give or receive such a bribe by enacting section 384 of the penal code.

"There can be no doubt that the act of the plaintiff in bribing the purchasing agent of the defendant was a violation of this section of the penal code. The acts of plaintiff constituted a crime. He is seeking the aid of the court to enforce a contract which he procured by violating our penal statute. Nothing could be more corrupting nor have a greater tendency to lead to dishonesty of servants than these practices. I think nothing will be more effective in stopping the growth of this criminal custom than a decision that the courts will refuse their aid to a guilty person."

The King Hardware Co., Atlanta, Ga., evidently believes that baseball is to be one of the pleasant athletic industries of the South during the coming season. It has recently placed an order for twelve hundred dozen baseball bats—a solid carload in one lump.

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ENCOURAGING THE TRAVELING SALESMAN

To the Editor:

I was much struck by a paragraph from a leading western jobber in the HARDWARE DEALERS' MAGAZINE for February. In reviewing the business done by his concern in 1907, and as suggesting one of the causes for that large volume of business, he said: "At the end of the year we did not have a single voluntary resignation from our large force of salesmen." This is a bit of business information which other managers, heads of departments and proprietors can well ponder over. Why did none of the men quit? They must have been good men, else their "resignations" would have been forthcoming, and not at all voluntary. Do you for a moment imagine that no other house stood ready to bid for them?

I am a traveling salesman. I was with one house seven years, and for eleven have been in my present service. Eleven full years. And yet to-day I do not know whether my house regards me as one of its best men, or one of its poorest; whether it likes my style of work so that it would do me any favors to keep me, or whether I am holding on from month to month by my eyelids. It makes no sign; says nothing, and beyond a few essentials lets me altogether alone. I am furnished with samples and prices; my route is marked out, and my salary paid. There is little grumbling about my expenses. I am not often called to account, and never praised; no, not once in all these eleven years! How is that for a chill?

There is a large jobbing Hardware house that I know about that never for one moment lets its outside salesmen get one inch away from its watchful and encouraging care.

What does every city salesman find on his breakfast table on every working morning of the year?

A letter from the head of his department; a cheerful, encouraging letter that in an instant puts him in touch with the store and all that it contains; that recalls to him the mutual interest that exists between the house and himself; that shows that he is being kept in mind for commendation when he has earned it; for caution when it is needed, and for correction when he has been in fault. The letter is a cord that ties him and his employers and managers together the more and more closely, with every day that passes.

The letter does more than this. It gives him information of direct value that can be made of service in the work of the day. The house may be long on one kind of goods. It is suggested that he push them. It may be short in another line. He is not to push them. More money can be made in the one than the other; get out all the money-makers he can dispose of. Someone on his route is growing cold; go in and warm him up. Some other man has a grievance; call on him and smooth him down. In other ways is he encouraged, heartened up and instructed. Not once a month or a week, but in every business day of the year.

The traveling men are expected to keep the house posted as to the minute details of their route movements, and they also are in daily receipt of a letter of similar purport.

I would be glad, more than glad, if my house would adopt something of the same sort. I have gone as close to it with suggestions as I dared, but have always been met by the same response: "We keep posted as to where you are, and any information we have for you, will be forwarded immediately."

It hasn't been information that I have been looking for in these eleven years, but fraternity, human impulses; something other than an automatic, self-regulating steel-geared machine.

You see, a traveling man who is away from home for weeks or at times for months, finds himself isolated from so much, that even a scrap of encouraging writing becomes a cheer-creating stimulant. The man who lives at home, and who enters the home-circle each evening after the day's work is done, finds cheerful and encouraging society. He has things to think of other than business cares, the vexations of the day, and the labors of the morrow. The man on the road ha only these with him.

Those ice-cold, silent, uncommunicative, reticent houses like mine, don't perhaps know how their policy stands in the way of their increased success.

If you want a man to sell goods, make him a sunbeam. A magnet of good nature. Pump cheerfulness into him. Let him know that you regard him as a moving, living being, with a heart, with lungs and a liver, and not an automaton going about on wheels. And, above all, tell him when he does an extra good job, if he ever accomplishes it. My sample cases are heavy enough, without carrying about a lump of lead where my heart ought to be.

I think I shall propose to the traveling Hardware salesmen of this country, the formation of a Club for the Education of the Employers. These gentlemen are always instructing us in moral business lectures as to what we ought to do. Now let us turn the table, and teach them as to some things they ought to do.

Yours respectfully,

A TRAVELER.

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THE MEN WHO MARKET THE GOODS

Who keep the wheels of the factories going? Who empty the warehouses and deplete the shelves of the jobbers?

The men who go out to sell the goods. The Captains of Commerce, who hoist their sails on all the railroads of the country, in all the days of the year, and go up and down the land, seeking whom they can stock up with a new lot of goods. The salesmen—the men who know how to present their wares in such manner that the party of the second part will snap them up. As an expert observer says: "The world lifts its hat to the man who can produce sales."

"The trained salesman," says another business philosopher, "can always get a position when every other line is closed, and can command a high salary when other men are looking for positions. This is proven by the large proportion of 'salesmen wanted' ads. in the daily papers, and by the many employes who are constantly asking for trained salesmen—men who know how, and can make good without fail."

THEY LOVED THEIR JOBS.

"I attended a performance at the Hippodrome the other night," remarked a New York Hardwareman, "and eventually became more deeply interested in three men who sat directly behind me than I did in the performance in front. One of them was middle-aged and the other two younger. They were all Hardwaremen, I soon discovered, but whether buyers or salesmen I could not make out.

"While the curtain was up they were so deeply interested in the performance that they had no time for conversation. This fact led me to believe they were from out-of-town. So frequent were their conversational references to 'Hibbard' and 'Simmons,' I was further led to believe that both St. Louis and Chicago were represented.

"All this is preliminary. When the stage entertainment was not going on, these three men talked of nothing but the Hardware business; talked as though their souls were in it; as though they carried it about with them always, and studied it lovingly; as though it was the first thing they thought of in the morning, and the last thing at night.

"There was no criticism of their superiors, no attacks on the methods of their houses or other houses; no complaints about hard times, or the difficulties of doing business. I could not hear all their conversation, but a catch now and then showed that they understood how business is done, and how it ought to be done. I said to myself: 'Here are three men who do not have to ask for promotion. It comes to them whenever there is a vacancy up above. They love their jobs.'

"I was amused at one chance remark overheard. 'You must always remember,' said one, 'that the buyer wants your favors just as much as you want him to have them.' 'Yes,' said the man of middle age, 'or those of your competitor.' 'Yes,' said the first speaker, 'but don't forget he *wants the goods*, and he is no more doing you a favor in buying them, than you are doing him one in selling them.'"

WHY HE LOST BUSINESS.

"A great many years ago," said a partner in a large business concern, "while traveling on the road, I lost my temper under very trying circumstances, in dealing with the buyer of a large concern. Long afterwards I secured the services of a traveler who was intimately connected with that buyer. The first time our new man called on him he was surprised at the reception he received upon presenting the firm's card. The man with whom I had quarreled opened up on our new representative with the words: 'We have been good friends, and you have always given me a square deal. It would be a real pleasure to continue my business relations with you personally, but you can go back and tell your employer to go to ——— before he gets another dollar's worth of business from my firm.'

"During the years that followed, our firm was deprived of thousands of dollars' worth of business from him, because I had lost my self-control just once."

To a man up a tree, it would look as though the narrator of this instructive tale had made a second mistake as large as the first one. When he found that an old grudge had rankled because he had once forgotten himself and said things he should not have said, why didn't he go to the other man, own up, take it all back, and establish new relations? This is now one of the foundations of good business—to be on good terms with the other fellow; this is one of the foundation stones of the Hardware associations.

A JUSTIFIED COMPLAINT.

The manager of a house that does a large mail order business was speaking of the checks applied to keep a correct run of the business, and prevent errors. "They will creep in, despite all that," he said. "The other day we received a complaint from a customer that seemed to be justified. 'I ordered a windmill,' he wrote, 'and you have sent me a stomach pump.'"

HALF WAY BETWEEN.

A couple of Newark Hardwaremen were talking of a third—a man who was always looking for a better job, and never seemed to find it.

"Is he *no* good?" one of them asked.

"I wouldn't go so far as to say that," was the answer.

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"Well, is he *any* good?"

"I wouldn't go so far as to say that, either," was the reluctant response.

"Just a sort of a half-broiled lobster," said the first. "I have already seen too many of that class. No, I haven't any vacancy just now."

THE SHOES AND THE SEAT.

"Whenever I hire a new salesman," said an old Hardware manager, "I take a squint at his shoes. If they look as though they had carried him about with some hustle, I am inclined to like him. Then I try to get a look at the seat of his trousers. If they look too shiny, I don't like him."

Pioneer Hardware Catalogue

Of making Hardware catalogues, there is no end. In the early days, say a half of a century ago, not only number, but size and weight, did not cut a conspicuous figure. In this connection we show two pages, full life-size, from a catalogue issued in 1853 by a then leading Hardware house of St. Louis. A pamphlet of thirty-two pages, measuring four inches by two and a half, was sufficient to

WARNE & MERRITT'S
CATALOGUE
OF
HOUSE FURNISHING GOODS,
INCLUDING
HARDWARE, CUTLERY,
Silver Plated, Brass, Britannia,
ENAMELLED, TINNED AND IRON
HOLLOW WARE,
JAPANNED,
PLANISHED AND CUSTOM MADE
TIN WARE,
REFRIGERATORS,
BATHS & COOLERS,
BRUSHES, BASKETS, MATS, &C., &C,
ALL KINDS OF
WOODEN AND WILLOW WARE,
WHOLESALE AND RETAIL.

No. 29 & 31 Main Street,
between Chesnut & Pine streets,
SAINT LOUIS, MO.

Stereotyped by R. P. Mogridge, St. Louis, Mo.

acquaint the world with the goods that were offered. There were thirty-four illustrations of those goods, and the weight of the catalogue is one-quarter of an ounce. On the desk of the writer at this moment is a Hardware catalogue weighing eighteen and one-quarter pounds, and containing four thousand eight hundred pages, with illustrations too numerous to count.

This little, yellow-covered, frayed old document was loaned the HARDWARE DEALERS' MAGAZINE from the relic collection of the Norvell-Shapleigh Hardware Co., St. Louis, Mo. As will be seen from the accompanying illustration, full size of the title page, it was issued by Warne & Merritt, who were dealers in almost as many lines as are offered

MERCHANTS FROM THE COUNTRY,

Will find in our stock the most complete assortment and variety of any similar Establishment in the United States, and our prices as low as they can purchase in the Eastern Cities, (with the cost of transportation added to American Manufactured Goods only.)

We beg leave here to return our thanks for the liberal patronage heretofore received at their hands, and respectfully solicits a continuance of the same.

N. B.—The three upper stories of our store, are expressly arranged for the Wholesale Trade.

WARNE & MERRITT,
29 & 31, Main Street,
ST. LOUIS, MO.

☞ One of the greatest inventions of the age, is that of Coating Iron Goods in imitation of Papier Machie and Fancy Woods of the finest quality, an inspection of which is invited at our store.

by the Hardware houses of to-day. It will be noted that electrical and telephone goods, bicycles, automobile supplies and sewing machines are not enumerated, for a reason that will be apparent at a glance. In addition to the title page, there is also shown on the cover a stirring address to the "Merchants from the County."

Handle American Hardware

Of the imported Hardware handled in Ontario, Canada, American goods predominate, followed by English goods. The foreign Hardware, other than American, sold in any considerable quantities is: Blacksmiths' Hardware from England, cutlery from England and Germany, glass from Belgium and England, guns from Germany, and ammunition from England and Germany. Granite ware of German manufacture is being introduced. From the United States are imported all kinds of shelf Hardware, brass fittings, cordage, rifles and ammunition, nickel-plated ware, and builders' Hardware. In general, American goods give satisfaction.

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RETAILER AND HIS BUILDER'S HARDWARE ORDERS.

Apparent Difficulties for the One Who Makes Up the Order—Ignoring Helps Created for His Especial Benefit—Many Valuable Suggestions—Pleasant and Profitable Line if Understood.

By PHIL LEE.

"I 'd rather write a half-dozen orders for other lines than one small builder's Hardware order." During the writer's ten years of service in a retail store and in the office of one of the leading builders' Hardware makers, he has repeatedly heard the above remark. The phraseology and emphasis have varied, but the same note of complaint has been always present

As is ever the case "much may be said on both sides." The manufacturer, with a poorly written order before him, lacking some of the most vital details, secretly sizes up the sender as a rather thick-headed individual who will not take the trouble to refer to his catalogue, the compiling and issuing of which cost perhaps years of labor and thousands of dollars.

The retail merchant who must of necessity have a smattering of twenty or so varied lines ranging from clothes pins to heating plants, cannot, in reason, be expected to become a highly proficient master of any of them. Often filling the positions of proprietor, manager, buyer, salesman, credit man, checker, collector, stenographer and what not, his time, to say the least, is fairly well occupied. Therefore, when confronted by what, at first glance, appears to be a bewildering and unintelligible mass of design and finish, numbers and letters, his pedal extremities are apt to become chilled and he often either completely ignores these numbers which were created to help him and to shorten his work, or else his attempt to use them is but half-hearted and incomplete, and the resulting order is a puzzle to the man who tries to interpret his wants.

Two hours spent in quiet communion with any builders' Hardware catalogue will serve to make the reader fairly well acquainted with the maker's numbering system and finishes and a clear idea of the contents of the more recent books can be gained in half that time.

SUGGESTIONS FOR WRITING UP THE ORDERS.

The following suggestions may prove helpful to the dealer in the writing of his orders:

Don't confuse the terms "locks" and "lock sets." Use the latter when you desire locks, knobs and escutcheons and the former when you want locks only. Not infrequently some one will order "ten dozen locks," giving the lock number only, and expect to receive locks, knobs and escutcheons complete.

Don't forget the finish. If you really haven't time to look up the manufacturer's symbols specify polished old copper, lemon brass, plain bronze, etc., and you'll be understood.

Remember that a number of items aside from locks are handed. Failure to state the hand wanted is perhaps the cause of more exasperating delays than any other omission.

In ordering escutcheons only, don't neglect to mention whether you wish them blank or cut, and, if the latter, for what lock. Also, when necessary, state whether the escutcheons are for the outside or inside of the lock.

Should you require knobs only, order so many dozen knobs, giving number, finish and size of spindle, with or without rose. When there are no accompanying escutcheons it leaves the receiver rather in a quandary regarding the roses, if you fail to make any mention of them.

Unless the key wanted is of the cylinder type you must give the lock number as well as the key change number. Many orders reading, "Mail two only keys number ten for your mortise lock," are sent out each day, notwithstanding the fact that if the writers had spent but a second's thought on the subject they would have realized instantly that even the smallest maker could fill the order with at least twenty different keys. If the lock has both a main and latch bolt state for which one the keys ordered are wanted.

BY FREIGHT OR EXPRESS.

And don't forget your routing instructions. The order clerk may guess wrongly and send your goods by freight when you particularly desired them by express. It isn't fair to put this responsibility upon him.

At least one warehouse of one of the foremost builders' Hardware firms publishes a "Stock Record," showing just what they purpose to carry. A glance into one of these "Stock Records," especially when writing an emergency order, will often save vexatious delays and correspondence.

If the firm of whom you are ordering goods has a branch office in the nearest large city send your order to the branch office and not to the factory direct. The chances are that it will have to be forwarded to the branch for entry, with the result that instead of saving time you have lost from three to six days. And you mustn't blame the factory, because to avoid hopeless confusion their various warehouses and factory accounts must be kept separate.

Lastly, in writing about an order already placed don't refer to "our recent order" or "our order of some time ago," but give your order date and also the number if you have one. This will not only aid in looking up the matter, but will insure for you more prompt

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service, for order clerks invariably place indefinite inquiries and orders at the bottom of their pile of mail, to be taken care of only after all else has been attended to.

In the foregoing are cited the causes of a large per cent. of the annoying delays due to the manufacturer being compelled to hold the order while he writes for further information.

The exercise of a bit of care and forethought and the following of these few simple suggestions on the part of the retailer, together with a little judicious reading between the lines by the makers and their employes, will tend toward the causing of this branch of the Hardware business to become more pleasant and harmonious for all concerned. And few will deny the fact that when but half understood builders' Hardware is by far the cleanest and most interesting of the various lines that may be grouped under the general title of "Hardware."

"Pittsburgh the Powerful"

The Chamber of Commerce, Pittsburgh, Pa., in a special issue of their periodical, give it the title "Pittsburgh the Powerful." It contains a large number of illustrations of the city's industrial plants, commercial buildings, etc. As the average visitor to that city seldom sees anything but the industrial and commercial side, the publishers have incorporated in this 100-page volume many views of handsome residences, parks and boulevards that adorn the city, which compare favorably with any other city. They carry the idea that Pittsburghers give some time and attention to other things than mere industrial pursuits and the making of money. The volume of the wholesale business is $1,000,000,000 per annum. The city stands fourth in manufactures, second in banking capital and first in tonnage.

Are You Preparing for Good Times?

With an increase in population of 2,000,000 a year, with an enormous increase in consumptive requirements by virtue of improved labor-saving machinery and modern methods. the activity of 1905-1906 and the early part of 1907, great as it seemed at the time, will soon be but a normal condition. Our regular volume of business, considering the growth of the country, must in the very near future fully equal that of the period mentioned, while the abnormal or special periods of activity will run as far ahead of that as that was ahead of eight or ten years ago. Railroads must be reconstructed and new lines built at a cost of many thousands of millions of dollars. No road can stop improvements for any great length of time without being bankrupt physically, and this would soon mean financially. The railroads must expand and practically double in mileage and in equipment within the next ten or twelve years; in fact, a very large amount of it must be done within the next five or six years. City growth has only fairly begun. The great cities of the country, with one or two exceptions, are not much more than overgrown villages. Municipal improvements on a scale never seen in our country must go forward. Good roads must be built at a cost of hundreds of millions of dollars, and every other line of work needed by a virile, vigorous population of 85,000,000 people at present, to be 105,000,000 people ten years hence and 130,000,000 twenty years hence, backed by resources unequaled elsewhere on the face of the earth, must go forward upon such a scale commensurate with our natural advantages and the world's wonderful material progress. It behooves the wide-awake, far-seeing business man to recognize these conditions and to prepare for this coming activity.

Now, when labor is cheap and abundant, when building material is lower than it has been for some years, when iron is down in price, when machine shops can accept and fill orders within a reasonable time, is pre-eminently the opportunity for the far-seeing man to prepare for the future and for the hustling man or concern to secure business. In this time of dulness and low prices, when the timid folks are unwilling to spend a dollar for fear prosperity will never return, the man of strength and force and business ability should be putting his factory into shape, re-equipping it with the best machinery, enlarging his plant, in order to enable him to produce to the best advantage and at the lowest cost. Now is the time for the retail Hardware merchant to make improvements in his store equipment, look over and replenish his stock and to do many other things for which he could not spare or find time a year ago. This is a great time, a time of opportunity for the business man who wants to be ready to reap his full harvest of prosperity with the next swing of the pendulum from present depression to the high-water mark of the future. Nobody need imagine for one moment that this country will not soon right itself.

A Letter of Appreciation

To the Editor:

I have just been reviewing your February number and it impresses me as one of the finest issues I have ever seen of your Magazine. The number of people that talk through it—to each other—is certainly a grand idea. Think of being almost in the actual presence of so many bright, intelligent fellow-workers. When dinner is over, by simply picking up the fascinating magazine, place oneself in an easy chair, and one of the most charming of all evenings is assured.

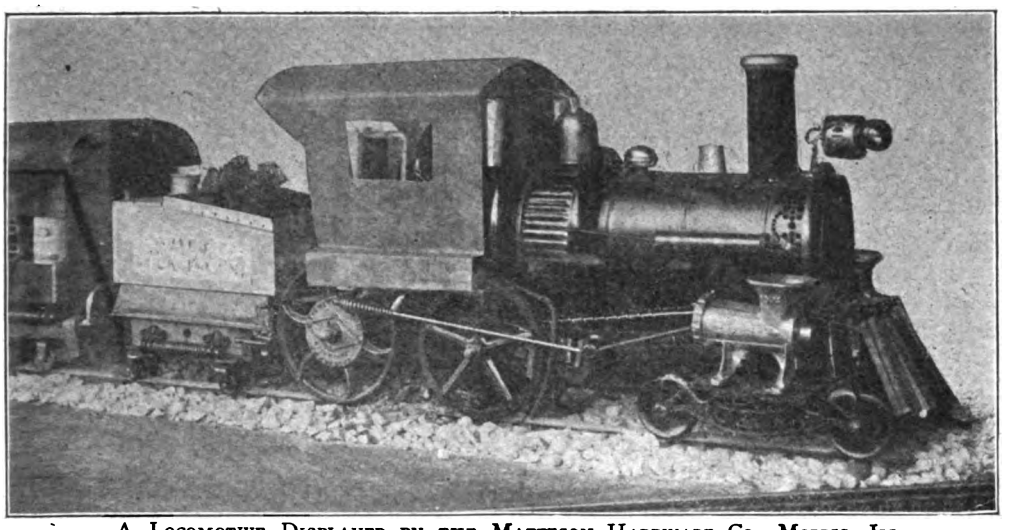
I certainly wish to congratulate you all on the very marked improvement of its general make-up and good-fellowship it sparkles with.

Cordially, J. D. WARREN.

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A Hardware Locomotive

To take the articles ordinarily found in a Hardware store and construct of them a something entirely outside of the line, always attracts attention and comment. Such publicity is good advertising, provided it is favorable. Mr. Ashton, manager of tthe Matteson Hardware Co., Morris, Ill., recently constructed a locomotive and placed the same on exhibition. It is shown in this connection. The boiler is made from an oil heater. The cylinders are meat choppers. The main driving wheels are wheels from a lawn mower. The front or truck wheels come from a hay carrier. The piston rods are spouts and pump plungers. The connecting rod is a stove poker. A piece of conductor pipe and a sprinkler rose serve as an excellent representation for a smokestack, while steel wool is arranged for the smoke. A bicycle bell readily serves for the bell. An oil can is readily comprehended for the steam dome. The cab is made from sink brackets covered with stove pipe iron. Two-foot rules and files form the cow catcher. The tender is made up of dripping pans, stack pipe, ash sieve, spring hinge and plate casters. Charcoal does well for the coal supply. The coach is made up of levels, registers and roofing paper. The body is represented by two-burner oil stoves and steel door mats. The wheels are plate casters. Barn door track is made to serve as railroad track, while crushed stone is proper for the roadbed. The headlight is formed from an engine glass holder and an incandescent bulb. Hammer handles do well to represent the railroad ties. It is a commendable piece of work, and will doubtless serve as suggestions for many other progressive dealers.



A LOCOMOTIVE DISPLAYED BY THE MATTESON HARDWARE CO., MORRIS, ILL.

An Effective Cheap Goods Window Hit

Expert window dressers understand the danger of busy people giving their window a hurried glance and then associating the store with any line of goods displayed there; hence window hits at the inferior goods sold by the catalogue houses are rare. It is possible, however, to introduce into a display of good goods an amusing bit of contrast that will leave a favorable impression of the store and at the same time put the desired slur upon cheap competitive goods without any boomerang effect.

Secure the lay figure of a contented looking mechanic and arrange him in his shop, with a good display of first-class tools upon the bench before him, and a half-finished job of fine workmanship receiving his attention. Two or three completed jobs, set to one side, add a good deal to the effect. These must bear evidence of the smoothest, most skillful workmanship. In the midst of the window hang the placard:

> This mechanic is skillful and happy, for we supply him with good tools. If you want to see his neighbor, the catalogue house patron, step up to our kinetoscope and turn the crank. It's amusing, educative and FREE.

The "kinetoscope" consists of a fair-sized box fitted with a tube through which the observer looks, and a crank for turning the wheel. The interior must be well lighted and is fitted with a frame not unlike an old fashioned water wheel, the paddles consisting of sheets of cardboard upon which are drawn appropriate sketches of the mail order house mechanic, struggling successively with a va-

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riety of cheap tools, the exhibition finally closing with a view of the botch job they finally enable him to turn out.

tion to understand its meaning and so does not carry away with him the hastily formed impression that the cheap line of goods are



ONE SIDE OF STOVE DEPARTMENT OF CANFIELD HARDWARE CO., LOS ANGELES, CAL.

The man who does not give this display sufficient attention to grasp its full meaning does not get sight of the cheap display at all, and so only carries the impression of the

in any way connected with the stock of that store.

Incidentally, people who stop and wait their turn at the kinetoscope are almost certain to fill



IN THE STOVE DEPARTMENT OF CANFIELD HARDWARE CO., LOS ANGELES, CAL.

high grade goods away with him. Anyone who stops long enough to see the catalogue house hit, has given the window enough atten-

in the time studying the high grade tools displayed in the window or in a show case placed conveniently near.

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SOUTH DAKOTA HARDWARE CONVENTION

The third annual convention of the South Dakota Retail Hardware Association was held the 4th, 5th and 6th ult., at Aberdeen.

New Officers

PRESIDENT—E. J. Gregory, Alexandria.

FIRST VICE-PRESIDENT—F. I. Pixley, Montrose.

SECOND VICE-PRESIDENT—Geo. V. Ayer, Deadwood.

SECRETARY—H. E. Johnson, Redfield.

TREASURER—B. G. Wattson, Chamberlain.

EXECUTIVE COMMITTEE—E. D. Hawkins, Vermillion; W. A. Barber, Mitchell; O. P. Anderson, Colton; J. L. Jarvis, Brookings; B. E. Tibbets, Clark; C. A. McArthur, Aberdeen; D. D. Gross, Yankton.

President E. D. Hawkins, Vermillion, presided over the well-attended sessions, and everything moved with a commendable precision. While the customary president's annual address was omitted, President Hawkins gave a brief and interesting address. He said that there has come about in the last few years a great change in the personnel of the Hardware business. A Hardware dealer can no longer buy goods carelessly, throw them on his shelves in a careless way and wait on his customers in a careless way and succeed. The man who desires to succeed in the Hardware business must be a man that looks carefully into the details of the business. He must be careful in buying, careful in selling, careful in the arrangement of his store, careful in advertising and careful in everything. Now, the thing that has brought this about is, probably, what we have been counting on as one of our great competitors, or, putting it stronger, one of the great enemies to our business—the catalogue houses. We must admit that they, in a large measure, have compelled the Hardware dealer to-day to do business on business principles. The Hardware dealer of to-day is a man who attends conventions. He is a man who reads trade papers; and right here I want to take the liberty to say that there is no other influence to-day that is doing as much good to make a No. 1 retail Hardware dealer as the trade papers. For instance, our own Hardware paper here in the State, the HARDWARE DEALERS' MAGAZINE and various others. All of these papers will do much toward the improvement of our business if we as retailers will read them through and study them.

GREAT NEED OF ADVERTISING.

It seems to me that the great need of the Hardware merchant to-day is advertising, and he must do it in many ways. He must be courteous. He should be courteous to the man of whom he buys his goods, to his customers, to his clerks, and he must be ready and willing at all times to adjust difficulties that may arise to the mutual satisfaction of all concerned, all of which is very essential in the improvement of his business.

One thing a Hardware dealer should have, above all, and that is confidence, and if he has confidence in his business he must have confidence in the times; he must not be a pessimist, but an optimist. He must believe that times are going to be better instead of worse. I believe that instead of talking against the times, the Hardware man of to-day feels and talks to his customers that things are on an upward climb; the worst is past and that we will have a prosperous year coming.

AN EXCHANGE SYSTEM TO RELIEVE OVERSTOCK.

I would like to see an exchange system if it can be done, and I believe it can be. For instance, a dealer had an overstock of goods in certain lines. By simply notifying the secretary, the secretary could probably find some one of our members who would want those goods. I would advocate this for the reason that when a man is overstocked there are chances that he will cut the price in order to reduce his stock. I believe this exchange system could be worked to advantage.

Another thing I want to speak of is that the national secretary should be located at a central point.

Secretary J. E. Johnson, Redfield, in his annual report, gave a resumé of the year's work. During the entire year a heavy correspondence was conducted. During the past year over 100 new Hardware stores were opened in South Dakota. A satisfactory cash balance is on hand.

Prof. E. F. Ladd, Fargo, N. D., was presented and made an address on Paints.

Vice-President A. T. Stebbins, Rochester, Minn., was present and received a warm welcome. His talk was largely on the needs of thorough organization, the parcels post, and good roads. Mr. Stebbins had charge of the Question Box. In reply to the question, "How to attract the ladies to a Hardware store," the replies brought out: The store should be kept clean; the clerk should take off his hat when a lady entered the store and should not smoke in her presence. The loafing element should be eliminated. Bargain tables should be a prominent feature.

W. J. Pilkington, Des Moines, Ia., gave an address on "The Retailing of Merchandise a Science."

The 1909 convention will be held in February next at Huron.

Alabama Retail Hardware Association

Secretary L. G. Smith, Ensley, Ala., announces that the annual convention of the Alabama Retail Hardware Association will be held May 28 and 29, at Montgomery. Active preparations are already under way. The organization is young, but enthusiastic.

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NORTH DAKOTA HARDWARE CONVENTION

One of the addresses made at the North Dakota Retail Hardware Convention was delivered by N. A. Burdick, credit man for the Hall-Robertson Hardware Co., of Fargo, entitled "Independence in Business, or Standing on Your Own Basis." In part he said:

In the early stages of development of a new section of country, liberal terms and liberal credit are important elements in its upbuilding and have certainly been potent factors in the business growth of North Dakota. I believe it is a natural result of the rapid progress made that the custom should change in regard to the handling of credits—not merely between jobber and dealer, but between all the various branches of business where long credits have prevailed.

Long terms have been a serious load to a great proportion of the retail trade, and have naturally extended to the jobbers who supplied them. Recent events seem to show that the time is ripe for a readjustment of this, and that the business of the future will be done more nearly on the basis of regular terms as is done in older sections.

Each year shows an increasing number of merchants who discount and pay their bills when due, and to them it will mean no disturbance of their ordinary customs. To the merchant, whose business is conducted with a moderate amount of capital, and is built up largely on long time credits, the change may seem to present some difficulty, but it can be done.

The strongest lesson in present conditions is that we must plan our business not so much on the outside assistance we can get, as on the financial resources that we personally control. In adjusting our affairs to these conditions some will naturally lay by the wayside, causing hardship to the individual, but the general result will be of benefit to the business interests. Naturally, the change suggested will take time, but the more rapidly we can accommodate ourselves to it the more quickly will business move forward in its accustomed way, with present inconvenience soon a memory of the past. The starting point for a change of the kind mentioned would naturally be with the consumer. It has been more or less a common practice to allow accounts to run, using the money which should have been paid to the retailer for the purpose of acquiring more land, or expansion in some other direction. You have, most of you, undoubtedly had experience in this direction sufficiently often to appreciate the wisdom of working to a basis where your customers will give their accounts first consideration, leaving new ventures to be cared for after debts have been paid. Discouraging the long carrying of accounts may curtail business to some extent where the capital invested is limited, but it appears to me it will be beneficial in the way of lessening chance of over-expansion and possible failure, and making such business as is done more profitable and satisfactory in every way.

TENDENCY TOWARD SPECIALIZATION.

The tendency now-a-days in business is toward specialization, and it has been pretty thoroughly demonstrated that it is not only advisable but necessary in order to get satisfactory results. Many a man scatters his business in a variety of lines, dividing his ability, energy and finances among two or three widely different enterprises with the result that all are liable to suffer from lack of the close attention necessary to make a successful business under present day competitive methods. To illustrate—a great many merchants also conduct farming operations or other business that requires time and attention, and in a great many cases one or the other must suffer, and in all probability, both. If the man of ordinary means decides to build up a mercantile business, I believe his time and financial strength should all be used in that direction; the conditions under which business must be done require it, and I believe too many irons in the fire are a common source of trouble in many instances.

The average man may be a good merchant or a good farmer, or hotel man, but it is hardly likely that he will make a success of all of them at the same time, and I believe he should confine his attention and financial resources to one, in order to get the best results.

It should be a source of gratification to every resident of this great northwest section to witness the almost entire lack of business demoralization during the financial flurry. Bank reserves have held stronger than in other sections, and failures have not been more than ordinarily frequent.

Changes in methods of doing business take time, and naturally mean some inconvenience, before we can adjust ourselves to them, but I believe each one should face the problem as he finds it, with a determination that his business affairs will be so shaped as to relieve him of the burden of carried-over accounts, and put him in position where he is standing on his own basis and dependent on no one for more than the ordinary courtesies which are a part of such affairs.

AN ELEMENT OF DANGER.

It strikes me that one element of danger, which is often overlooked, and which often brings disappointment that might be avoided, is this: Often too little consideration is given to the possibilities and needs of a business before it is launched or the yearly campaign is mapped out. In other words, too few merchants consider just what amount of business

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they may expect from their territory, just how large a stock is required to handle it, what yearly profits may be reasonably expected, and what expense such a business will stand, and then govern themselves accordingly. You can probably call to mind cases where new stores with liberal stocks were opened in localities already well supplied, which with extravagant expense accounts and ill-advised credits have resulted in the failure which might have been avoided by proper consideration at the start.

FRIENDLY FEELING BETWEEN MERCHANTS AND CREDIT MEN.

I would not feel that I had done justice to the profession of which I am an obscure member, if I did not take the opportunity to say a few words in the hope of improving the friendly feeling which has been growing of late years between merchants generally and the credit men of the houses with whom they deal. Not so many years ago, the mention of the name credit man suggested an inquisitive individual, who exhibited an apparently unnecessary interest in private affairs and whose entire mission in life seemed to be to make trouble. I believe to-day the viewpoint has changed and the mention of the name suggests a hard-working individual who is maybe more or less of a Missourian in wanting to be shown, and who is often the "Doctor" in cases of financial sickness, but who is interested in the welfare of customers as well as the house he represents, and whose advice or suggestion may be had for the asking, not assuming that his ability is greater than the retailers', but merely that from the nature of his work he is likely to be more closely in touch with general conditions than the average merchant, and who, I believe, would tell you that the most pleasant memories connected with his business career were of merchants in whose cases he had been the humble instrument to adjust their difficulties and assist them to attain the position where they stood on their own foundation. Establish as close and friendly relations as may be with the credit men of the houses you deal with. The satisfactory relations between you and your jobbers come largely through them and you will find it will at least do you no harm in a business way and may be of considerable benefit to you to be on such friendly footing.

To summarize the few points I have mentioned—the business of the future will probably be done along closer lines than heretofore. The extension of accounts will be materially lessened from what has been the practice in the past. To the man who has reached the point where he discounts his bills and whose accounts are closely collected each year, congratulations are due. To the merchant who has struggled with the evil of long carried accounts with limited resources, let us hope that by careful buying, giving credit customers to understand that accounts must be taken care of at a fixed date not too far distant, keeping necessary expenses as low as possible and avoiding the unnecessary, he will be freed from many of the annoyances of the past and find business a pleasure instead of a burden.

President S. R. Miles, of the National Association, made a brief address.

An Address on Paints

Prof. E. F. Ladd, Fargo, State Dairy and Food Commissioner of North Dakota, made an address, in the course of which he said that he still stood for the North Dakota law as enacted, and that he had not changed his views in regard to it. From 70,000,000 to 80,000,000 gallons of paint are annually produced in the United States. This means an annual outlay to the people of this country of not less than $100,000,000 for paints as protective and decorative coats. The cost of applying this material is not less to the public than another $100,000,000, and if poor material is employed the cost of further deterioration of the buildings cannot well be estimated.

Is not then the study of paints a subject worthy of careful consideration? It is also of importance for the further reason that we need a more accurate knowledge of the relative value of the various paint pigments, and the various combinations of the same, as well as a more definite acquaintance with the properties of the vehicle employed. To what extent shall volatile driers be used and what is the effect of water in paints in their wearing quality? We also need a more careful study of the physical and chemical properties of paint, and how these properties affect the wearing quality.

Why do paints "crack," "alligator," "buckle," "peel" or "go crazy," etc.? Scores of such questions present themselves for our consideration, and, if we examine paint literature, confusion and not satisfaction results therefrom, largely because conclusions have been based upon theories rather than proven facts.

Sabin says: "Most of the failures of lead and zinc paints are due to the use of these volatile thinners. (Referring to benzine and turpentine.) A good japan drier is what he would recommend, but many of these are made with rosin in place of resin, and rosin is an injury to the durability of any paint. Again, boiled linseed oil not unfrequently contains similar inferior driers used in its preparation. If no false or misleading statements were made with regard to the composition of the paints themselves, it will be seen that there are many important questions that need to be investigated for the benefit of the public at large. Such investigations can best be made at our experiment stations where, already, there exist facilities for conducting accurate investigation upon paints in both the laboratory, on buildings and upon properly constructed test fences.

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In 1906 the North Dakota experiment station began, in connection with the laboratory tests on paint, a series of practical painting tests carried out upon substantially constructed test fences. These fences have been repeatedly described and are familiar to many of you who have seen them. Each test section contains approximately 25 square feet upon each side of the fence; one side being two types of clapboards the other two types of plain boards placed like the clapboards horizontally upon the fence and with an 18-inch space between the fence and the ground.

SOME OF THE EARLY PAINT TESTS.

In the first paint tests paints were employed as found upon the market. Among these there are to be found old Dutch process white lead, a sublimed lead, three types of lead and zinc paints, a sublimed lead and zinc paint, a lead and zinc paint containing lime and silica, a Colorado zinc lead white combined with white lead and 10 to 20 per cent. of inert fillers; a white lead and zinc paint containing 10 per cent. of lime, and magnesia as a silicate. There was one paint containing 15 per cent. of water and 16 per cent. of benzine, with 30 per cent. of filler; a catalogue house paint containing 24 per cent. of water, 4 per cent. of benzine and 51 per cent. of filler. We have white lead without any white lead in them; catalogue houses' paint having 44 per cent. of water and benzine, no white lead at all, and 70 per cent. of make-weight or fillers combined with zinc. There was also a zinc and barytes paint. It will thus be observed that we have in this test a wide range of commercial paints. In each case the paints were applied by a competent, practical painter of large experience, and after the manner specified by the manufacturers in their descriptive literature. There will be found in our forthcoming report a detailed statement with regard to this experiment, showing the composition of the paints, and the wearing properties up to the fall of 1907, or, practically one year after their application. We believe that these results will prove of great interest and value, and another year I am sure will demonstrate to the public something of the relative merits of the various paints which were being sold in North Dakota prior to the enactment of the paint law. Some of the paints are wearing well, others are going "crazy," "alligatoring," while some are peeling badly, all under the same conditions, thus indicating a difference in value, not only as decorative coats for buildings, but for protective purposes as well.

Inasmuch as the paints have been applied only one year it is neither possible nor fair to draw any very general conclusions regarding their relative merits. One paint may show up well as first painting, but prove very bad for painting over a second time. In such cases we may blame the paint last used, while in reality the paint employed the first time may be the one at fault. On the other hand, the paint may wear well the first year and then later begin to show its bad effects. It is very evident, however, from the results thus far that some of the paints employed are more than worthless.

What is the cause of trouble in the foregoing experiments? Is the bad condition due to the 16 parts of water or the 28 parts of benzine in the vehicle, or is it due to the 70 parts of inert (?) lime, clay, barytes and silica with the absence of white lead? The real cause must be determined after more careful and extended investigations of the various causes for deterioration of paints as now found on the market. Experiments and observations thus far made among the consumers of paint have shown that the public are not demanding poor paint, and since the exposures manufacturers have very materially changed their formulas during the past 18 months. The North Dakota law has undoubtedly had an influence in bringing about these changes, and, as our experiments would indicate, all to the advantage of the consumer.

During the winter of 1906-1907 plans were made for a most extensive and comprehensive series of paint tests. In these tests white lead was to be tested along with specially prepared paints, made under the direction of the National Paint Manufacturers' Association of the United States. This association, in addition to the donation of specially prepared paints, also financially aided in enlarging the field of experiments. For this special work eighteen paints were prepared by and under direction of the National Paint Manufacturers' Association of the United States, and in these several tests it is to be assumed that the formulas have been prepared to represent the ideas of the several manufacturers in the association. They certainly represent a wide range of difference, but in the light of some claims set up by well-known authorities modifications may be found desirable after we learn the effects in the present combinations. The chief purposes of our experiments for the year have been to test out the North Dakota idea, and to determine whether all pigments are of like value in paints and as the basis for paints. The substitution of a small proportion of some other pigment in place of white lead and zinc oxide may be successfully made, but that any one of them may successfully take the place of good white lead has been seriously questioned by competent authorities. Certainly the extensive employment of benzine and water in place of good oil in the thinner has not been shown to be defensible.

Election of Officers

The election of officers resulted as follows:

President—W. R. McIntosh, Bottineau.

First Vice-President—G. W. Wolbert, Bismarck.

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Second Vice-President—P. Fugelso, Minot.
Secretary—C. N. Barnes, Grand Forks.
Treasurer—H. F. Emery, Fargo.
Executive Committee—I. A. Bjelde, Mayville; H. W. Moe, Church's Ferry, and the other officers.

Bismarck was selected as the place for the 1909 convention meet.

National Retail Hardware Association

The annual meeting of the National Retail Hardware Association will be held at St. Louis, March 22 to 26, inclusive. The president is S. R. Miles, Mason City, Ia., and the secretary, M. L. Corey, Argos, Ind.

Southern Hardware Jobbers' Association

The next annual convention of the Southern Hardware Jobbers' Association will be held at Hot Springs, Ark., from the 9th to the 12th of June. In accordance with the expressed wishes of the majority of the members, there will be no banquet. John Donnan, of the W. S. Donnan Hardware Co., Richmond, Va., is president, and the secretary-treasurer is C. E. Kersey, P. O. Box 654, Richmond, Va.

Minnesota Retail Hardware Association

The annual convention and Hardware exhibition of the Minnesota Retail Hardware Association was held the 25th to 28th ult. in the Auditorium Building, St. Paul, Minn. There was a very large attendance and the various sessions were filled with much that was interesting and valuable to the members. Some of the national officers were present and made addresses. Several papers were read. Not the least interesting feature was the question box. Reports concerning the insurance department showed it to be in a most prosperous condition. On the first of the year there was a net surplus of $94,679. The gross premiums written during last year amount to $120,582, with gross losses of $38,420 and gross expenses of $14,334. The return premium for 1908 is 50 per cent. The amount of premiums to be returned policyholders during this year is $60,291. The company has policies in thirty-five different states. The growth since 1899, the date of organization, has been rapid and is maintaining its pace. Any member of a state Hardware association is eligible to take out policies in this or any other Hardware mutual company.

Seventy-Fifth Anniversary

The house of Geo. D. Krause Hardware Co., Lebanon, Pa., was established in 1833, and therefore this year reaches the seventy-fifth milestone in its career. In commemoration of the event the house has brought out a booklet giving a number of interesting facts concerning its growth. John D. Krause established the business and there were several changes as the years rolled by, the present corporation being formed in 1902. From the modest beginning in a 10x12 room with 6 feet of shelving and a 6-foot counter, the business has developed and expanded until the present time shows them with one of the best equipped Hardware establishments in eastern Pennsylvania.

Wants Catalogues

To the Editor:

Sir:—You will note we have just become one of your subscribers, having received the February number as the first.

We have just added to our line of house furnishings, stoves, tinware, granite ware, furnaces; we do piping, eaves spouting, etc.; would be pleased to receive catalogues from houses handling these goods. We like the MAGAZINE. It is refreshing, like talking with a successful merchant, and can't help but inspire any merchant A. J. HEEG & Co.

Waterman, Ill.

Hasn't This Occurred in Your Store?

Two customers enter your store.

One is a regular patron—the other a stranger.

Which one gets your best greeting and attention?

Ninety-nine times out of a hundred, the regular patron.

This is all right, but if you would reverse your methods and give your own personal attention to your new customer, letting some one else look after your regular patrons, it would bring better results.

Your regular patron you can depend upon anyway, from past transactions that have held his trade.

The other may mean a case of adding or losing a new customer to your store.

The stranger entering your store may be only after a small thing, but if he finds his business is appreciated by receiving the personal attention of the proprietor the first time he comes in, next time it may turn out a bigger order.

On the first impression a customer gets of your store depends whether he says to his friends, "Oh, they are obliging and attentive up at ————," or whether he says, "I wouldn't go there, if I were you; I was there a few days ago and only a lad waited on me."

Give new customers your personal attention whenever it is possible. It pays.

The Barrett Mfg. Co., New York, Chicago, Philadelphia, and other large cities, are manufacturers of "Amatite," a roofing which is in wide use. Knowing the natural difficulty of convincing the average prospective customer of the value of this article, they offer to send samples in order to acquaint such person with this mineral surface roofing. This roofing, when once laid on a house or barn, needs no further attention in any way.

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TEXAS RETAIL HARDWARE CONVENTION

The tenth annual convention of the Retail Dealers' Hardware and Implement Association of Texas was held the latter part of January.

OFFICERS ELECTED.

The following officers were elected for the ensuing year:

PRESIDENT—O. E. Schow, Clifton.

VICE-PRESIDENT—J. R. Cole, Sherman.

SECRETARY-TREASURER—J. W. McManus, Dallas.

DIRECTORS—Joe E. Johnston, Dallas; C. M. Pattillo, Stamford; D. K. Cason, Nacogdoches; H. C. Meyer, Rockdale; Sam J. Kennerly, Gainesville; John O. Turner, Hillsboro.

ADVISORY COMMITTEE ON INSURANCE—Jess Baker, Chairman, Granbury; A. L. Smith, Hillsboro; J. Desenberg, Mexia.

In reviewing the work of the past year, President W. A. Spangler stated that the obnoxious occupation tax had been repealed, a result very largely attributed to the work of the association. Another important thing accomplished was the formation of the reciprocal insurance, which was now on a good basis. It was urged that legislation be enacted regarding what is known as the landlord's lien and a peddlers' law. The pistol law will be tested in the courts, as to its constitutionality, and then the association will try for some modification of the law so that the mail order houses will not have all the advantages. At present, while perhaps not as many pistols are sold as ever, it is asserted, just that much is taken from the general trade and given to outsiders that pay no taxes to keep up the State. The advantages following the formation of local clubs was set forth. An association emblem would be a good advertisement of the organization, and when adopted each member should display it. Membership certificates should be issued which could be displayed in the office of the member or in his store. Fighting on the line against parcels post and catalogue houses should not be abated at any time. If the rumor is true, catalogue houses frequently get better express rates than the Texas members.

Secretary J. W. McManus, Dallas, in his report, mentioned the splendid growth of the association during the past year. The Insurance Department had written nearly $200,000 insurance during the year. The spirit of cooperation that had been manifested in some directions should be encouraged and spread throughout the ranks of the association, as great good would result. In the classification of dealers, much good could be accomplished. Instances have been brought to light where some parties simply had letterheads printed so they could secure trade prices on a small amount of goods they desired for their own use, or which they sold to some friends at or near cost, to the detriment of the legitimate dealer. The secretary pointed out that it was not enough to attend the annual conventions, become enthused and go home, but he should studiously consult the trade papers, take them home, and also to have the employes read them. Many excellent ideas, new goods to put in stock, etc., would be the result. Further, the dealer needs the trade paper to keep him informed as to the work that is being done by his own and other associations. This maintains his enthusiasm and cheers him to do better efforts. Matters pertaining to dealers handling implements included the contemplated changes in terms on implements and vehicles from the manufacturers, the canvasser question, warranty on vehicles, discount on repairs, windmill and thresher matters, etc. A more emphatic stand should be taken relative to the retailing of goods by jobbers and manufacturers; they should not trespass upon the rights of the retail trade.

Some discussion was had pertaining to the landlord's lien as it is at present. If a tenant is unable to pay his debts and there is a landlord's lien, the landlord comes along and has first chance, and perhaps the only one, at the tenant's assets. The landlord should be obliged to take his place in an equal share with other creditors, such as the Hardware and implement dealers, etc. Several members cited their experiences under the law, and while the majority were in favor of a change, others stated the present conditions were satisfactory. One member said that he carried credit matters to the extent that he insisted that every employe pay his debts, and if the best employe he had refused to do so, he would dispense with his services. If we were a little more careful in our credits we would be safer and do a more profitable business.

Presenting Our Goods to the Trade

S. J. Kennerly, Gainesville, prepared a paper on "How to Present Our Goods to the Trade," which, in part, follows:

First—I would arrange to have our stores properly filled with goods. No wide, empty spaces greeting the eyes of would-be purchasers.

To make a favorable impression on the passing public, and to make people pause, gaze, enter and buy, it is necessary to have system in the arrangement of our goods. Our show windows must be clean and the goods displayed to the best possible advantage. Inside the stores, each department must contain the articles for which it was reserved. If a customer enters and calls for a coffee pot, pilot him to the tinware department; if a pocket knife, the cutlery showcase, and his selection is soon made. If goods are in their proper

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places, we can be prompt, and quick service means time saved to ourselves and also to our customer, and this gives him a very high regard for our business methods. The best-pay customers do not have time to wait while we hunt under the counters or go through all the bins to find a 10-inch plow share. Prompt service and quick sales bear the best per cent. of profit.

So arrange the showcase that the farmer's boy will yearn for a pocket knife or a fishing line and reel, and his daughter be filled with desire to possess a pair of bright, sharp scissors contained therein. In other words, have the goods speak for themselves and make their own appeal to the people, while you stand ready to help the customer make up his mind, if he hesitates.

But first, last and all the time, be honest and truthful in the presentation of every article for sale. Buy the best articles that are suited best to the trade; represent them to be just what they are, no more, no less; sell them for a reasonable and just profit. If we know a wagon-bed to be made of cottonwood, do not claim it to be poplar; but we can explain that the scarcity of poplar makes the use of the next best, which is cottonwood. This plan will bring to us the respect of the business world and the confidence of our fellow-citizen, for no falsifier ever escaped his just punishment. I do not mean by the above to parade or advertise the bad points of our goods, but I do mean that we should never over-rate them. And, moreover, we should not make too strong a guarantee on any article that we sell. The goods are just what they are, and we can stand by them only as such. If we attempt to do otherwise, we lose our profits and the confidence of our customers.

Man is a cautious animal, afraid of what he does not see, and does not understand. If he buys an article upon which we have put an extra guarantee, and said article proves unworthy, if no other loss, we shall have lost his confidence, and ever afterwards he doubts our veracity and suspects our business integrity.

EACH BRANCH SHOULD SHOW ITS PROPORTIONATE PROFIT.

Another thing, I was never a strong believer in the theory that a merchant should cut the entire profit out of one branch of his business to boost up the other. Let each article bear its proportionate part of the profit, according to the number of times it is turned over during the year. In all retail businesses special articles are used as leaders. Care must be taken not to spend too much time on these leaders. People know we have them, and let the leaders take care of themselves, while we work on more profitable branches of our business. Profit is what counts in business, and the persistent efforts to push leaders to the neglect of the more profitable branches will surely find us at inventory time with the balance on the wrong side of the ledger.

Further, if an article is worth a dollar, say so with the firmness that will carry conviction to the brain of our customer. Do not get frightened and sacrifice the profit, if he threatens to go elsewhere for cheaper goods. Admit that cheaper goods can be found for less money. That is, admit that inferior goods for less money can be found, but not cheaper; for no good article was ever made that was not patterned after on a cheaper scale. It is far better for our customers to say of us, "I paid a tall price for it, but it was worth what I paid," than to say, "I gave but little for it, and it was not worth that little." The holdfast customers are the ones that can buy the best goods.

We must never gauge our customer's pocketbook by our own, for nearly all of us have a streak of stinginess in our nature, and our streak of stinginess might prompt us to buy a $25 stove for our wife, when our customer would prefer a $50 range for his bride. So present the best goods first, and then scale down. Charge a reasonable profit and leave it to the judgment of the customer, and you will scarcely ever miss a sale.

It is sometimes necessary, or good judgment, to sell an article below cost, but it is not always necessary or good judgment to impart this to the customer. Offer it to him at a certain price, and he naturally thinks that price covers some profit for yourself. If you should tell him the price was below cost he would not believe you, or would get suspicious of the goods. People are often suspicious where there is no just cause for suspicion.

It is well that we should know just why an article is so constructed. Familiarize ourselves with the make-up, so that we can answer every question or anticipate the questions of a customer, and explain it in our own language.

When the ladies enter the store for a box of tacks, detain them at the showcase and show them the new styles in percolators, the new designs in enameled ware, and such other things as are necessary in the kitchen. All good housekeepers recognize the value of such articles, and are glad to buy, and more glad to buy from the man who is thoughtful, courteous and interested in selling his wares.

Trade and barter, buying and selling, have always existed, and the retailing of merchandise is necessary to the welfare of all people and all nations. Ours is an honorable occupation, and let us keep it so by always observing and practising good business principles, ever keeping in view the abstract virtues of honesty, industry and justice forever, so our integrity cannot be questioned.

Make friends with the people, not only for

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the sake of selling our goods, but also for the joy of good fellowship. The goods will sell themselves to those who like and trust us.

In the discussion which followed a member remarked that in making sales of any kind it depends a good deal on the judgment of the salesman, and sizing his customer up. If you told one customer that you wanted to sell his bride a $60 range, you might scare him so bad that he would not buy anything, while at the same time you might show him a $16 stove and make a sale at once. You must know your customer. Whenever you take a lady customer in to show her anything, no matter what kind of girl she is, or where raised, she likes pretty things, and she likes to be shown pretty things that you may know that it is impossible for her to buy, but you flatter her vanity if you show her pretty things, if they are even out of her reach. If it is a lady customer, commence on the highest price first; if it is a man customer, show him what he wants, or you could commence on the lowest price first, which will depend upon circumstances and his circumstances.

President Spangler, in speaking to the subject in hand, remarked that some one had mentioned arranging the show case, and halting the people at the right place. I think there is a whole lot in that. We have had by chance among some drummers' samples of pocket knives, and among other things a dirk, which was placed in the show case along with the pocket knives. I don't remember what it cost, but it was the cheapest article that was in that show case and was very showy, and every man that came along stopped and looked at that dirk, and it sold more pocket knives than any other article that I ever had, because it was right at the door where everybody could see it, and in looking at it they would get to examining the pocket knives. You cannot always tell by the appearance of a man what he is, or what he is going to do; neither can you tell by his looks whether he has a thin or a thick pocketbook. A man came in one day and called for a pocket knife, and I showed him one priced at $3 and my partner almost fainted away, because he thought the man did not have the money; but the man put his hand in his pocket and pulled out $3, took the knife, and never said a word. It was my partner and not the customer that came near fainting away at the mention of $3. If a man comes in the store and says he wants a stove, and you show him one, and he says he can buy that same stove from a Chicago house or some other concern for 30 per cent. less than I offer it to him, I ask him if he is sure it is the same kind and quality of stove, and whether the one he says he can get for less is exactly the same style as the one I offer him. If he says he doesn't know that it is exactly the same style stove, but looks like it, and if I or you know anything about these catalogue house articles and how those houses deal with the public, the customer can be convinced that he is mistaken.

The chair announced a discussion on how to get the prospective customer in the store. He said:

I happened to be in a place not long ago and noticed a man's show window, which was very attractive, and I noticed how he had some clothes pins exhibited in there—some three dozen for a quarter, some for 10 cents a dozen straight, and some at different prices. It is a good plan to make the goods talk for themselves, by having them exhibited in an attractive manner, because if a man goes outside and invites a customer in the store, and then pulls down goods and shows them to him, I don't know whether he can induce him to buy or not.

Mr. Meyer.—No man passes by my door but what I give him a handshake or a salutation, and no one comes into my store but what I meet him with a cordial handshake and a smile. I have different clerks to wait on different trade. There are some people I cannot sell, but some of my clerks can, and I size them up as they come in and turn them over to the right man, and if the clerk fails with him, then I take him. I have been in the trade thirty years, but I cannot always size a man up as to whether he wants a $50 range or a $15 stove. I make my store as attractive as I can. If I am tired, I sit down in my front door, and no man passes there without getting a kind word from me. I believe in attending to the details of the office, but if you will pay more attention to the details in front you will have better success.

A Mr. Collins believed that it was essential to the success of any business to fit up the store attractively. In his own establishment he had expended close to $3,000. It embraced every department of the business, and it has always proven very profitable. I have a place for everything in my store, and I have every particular thing in its place, and have it so cared for that time does not affect it one way or the other. I carry Hardware and furniture, and if a lady comes in my store for anything, say, furniture, I never price the furniture to start on, but simply carry her around through the stock and watch her very carefully, and I will see soon the character of her taste, and by the time she gets through looking I have about sized up what she wants. I always find out whether she is purchasing to fit up her own home, or whether she is buying things for a rented home, and if she is buying for her own permanent home, then generally you should show her the best articles, but if it is a temporary proposition, nine times out of ten it is a mistake to show her the best stuff—at first, at least. In other words, it is better to fall in line with her necessities and carry her to the goods that would be practical and sensible for her to buy. For instance, if she starts in by

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looking at stoves, and if she stops in front of a range and seems interested in it, that gives you the opportunity to discuss the range; but if she passes by something that she is not able to buy, then you can commence at the bottom and range up. Ordinarily, I would start at the top, if she were buying supplies for a permanent home.

Keeping Stock

H. C. Meyer presented a paper, entitled "Keeping Stock," which follows, in part:

The arrangement of a Hardware store and the allotment of space to the different goods will depend largely upon the location of the store and the size of same, whether large or small, and the variety of goods carried; on the size of the salesroom and the extent of other accommodations for storing goods, such as warehouse, etc., and the character and diversity of the stock; the class of trade whose wants are to be studied and supplied, and the individual taste and judgment of the merchant. Manifestly, there is no single method of arrangement which can be recommended or followed in all cases, for each merchant has a different problem to solve. The proper arrangement and display of goods depends on the location of counters, if any, shelving, racks, etc., and the expense which of necessity must be considered.

The position in the store which should be assigned to the different kinds of goods should have careful consideration. In some stores this matter is apparently overlooked, and the manner in which the goods are distributed in the different locations is inconvenient and in many ways objectionable.

It is obvious that in every store there are locations which are more prominent than others for the keeping and the displaying of goods, and the merchant should be careful to use such conspicuous places to the best advantage. It is generally a good rule to assign such places to attractive goods, as, for example, cutlery, silverware, fine china, baseball, tennis and other sporting goods, or such other articles, the sale of which are specially facilitated by their display. In this class of articles belong the large variety of house furnishing goods and Hardware specialties, which, attracting the attention of the observer and customer, often lead to purchases.

INCONSPICUOUS PLACING OF STRICTLY HARDWARE ITEMS.

If you are carrying goods which are not likely to be thought of as sure to be found in a Hardware store, it is desirable that they be given places where they will be seen, as your patrons may not otherwise be aware of the fact that you are carrying them; while such goods as nails, screws, bolts and kindred articles which belong distinctly and solely to a Hardware stock can be given a less conspicuous position. It is also desirable and necessary to have seasonable goods near the front of the store where they will be seen by all who enter, and the same principle applies to any line of goods the sale of which is to be specially pushed. If you have no show window, and are displaying goods in front of the store, you should be careful to display such goods to good advantage, and especially should you see to it that these goods are fresh and clean; the best and proper way is to always sell the sample and replace with a new one after customer leaves the store. Frequently I see samples, such as washing machines, with hoops off and weather-beaten, wash kettles rusty from age, plows and other implements rust and paint beaten off, steel goods with rusty blades and handles clearly showing age, as well as other articles too numerous to mention being displayed in a dilapidated condition, all of which shows a bad taste. I cannot imagine a more unseemly sight from a display point of view, and it clearly shows a lack of taste and enterprise and of good judgment.

Another general principle which should be followed is to keep similar goods together as far as possible. For instance, builders' Hardware should be together, and so should carpenters' tools and blacksmiths' tools, etc. In the application of these principles there is opportunity for much careful planning, but time thus spent will certainly bring beneficial results.

The shelving on one side should be for Hardware such as is usually bought by men, and on the other for household goods, such as are usually sold to women. The shelving on the Hardware side should be assigned to goods, as follows: Guns and ammunition and kindred goods, builders' Hardware, carpenters' tools, blacksmiths' tools, paints, varnishes and brushes, etc. The class of goods on the household goods furnishing side is made up of the following: Lamps and lamp goods, tin and granite ware, china, and the long list of household specialties too numerous to mention.

In addition to the general outline mentioned, it should be the aim of a merchant and his employes to make the goods on shelves always look fresh and so arranged that shelves always look well filled. Dust should never be allowed to settle on goods or shelving.

THE SHOW WINDOW.

It has been said, "You could not hire the services your show window will give you for the price of two clerks if you use it right." In some instances this may be overdrawn, while in others it is true; hence, the best possible use should be made of it. Many merchants do not give this method of displaying and showing their goods the amount of attention they should, and do not seem to realize its full value. Many think it unnecessary labor and expensive. With these ideas I cannot agree. Personally, I believe that window display is one of the most valuable methods of

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advertising, and frequently the appearance of a merchant's show window is an index to his business ability. Many seem to think that it is a difficult matter to dress up a window in a Hardware store. I believe it requires a great deal of ingenuity to get a really attractive window, but in this, as in many other things, "practice makes perfect." The large variety of goods handled in a Hardware store gives a wide range for attractive displays. It is well to leave this to one person, who will soon begin to take a pride in the matter and turn out windows that will be a surprise and prove to be trade-getters. A window display can be greatly strengthened and be made more effective by the use of show cards, which cards should be neat and call attention to the display in a brief and clear manner, and it is essential to have neat price cards showing the price of each article. Keep windows clean and change your display often. This is very important. If you leave a display too long people will lose interest in your windows and, as a result, you will lose the advertising value of your display.

HOLIDAY GOODS IN A HARDWARE STORE.

Many regular goods need but little argument to bring in line for holidays, such as cutlery, nickel and silver plated ware, both hollow and flat, aluminum and enameled ware, plain, fancy and fine china, besides a great many household novelties should be borne in mind and be judiciously displayed for the holiday trade; this is also the time to display tools of all kinds; also boys' wagons, velocipedes and tricycles; in addition, toys is an attractive line. Many Hardware men hesitate about putting in a line of toys; some think it takes away from the dignity of the store, while others think that the work and worry attendant thereto is too great. For those who hesitate on account of the tone of their store, they might consider the question, "Which do I prefer, dignity or dollars?" For those who consider it too much work, I suggest that they do not tackle toys.

For the holiday trade a complete change of the store is desirable. This can be accomplished by rearranging the displays in the showcases and on the racks and shelving, bringing all sorts of articles suitable for gifts into prominence at the expense of the regular line of goods. A good idea is to make the interior of the store reflect as much as possible of holiday cheer. If you are one of push, buy liberally in the toy line, display them well, marked in plain figures. You are going to have a busy store, and time given to answering questions about prices should be left to the price cards. Remember, no matter whether times are prosperous or otherwise, people always manage to have a few pennies laid aside for the holidays. Care should be taken that toys and other holiday goods are kept before the eyes of patrons, and should be arranged every morning during the holiday rush.

Here again, after all is said and done, your best advertisement is going to be your window. Trim them so they can be changed often—if possible, every forty-eight hours, and by all means supply articles with price cards. As before said, unless you want and will work overtime, you better not handle toys. To my mind there is no one line that will add as much to the popularity of a store as a line of toys judiciously bought, priced and displayed.

BUYING.

Akin to stock-keeping is the buying of goods, for without judicious buying your stock will necessarily be broken. Many merchants depend on traveling salesmen to call their attention to goods needed, and in fact depend on the salesman to say what he should keep and sell. This is a condition a merchant should never allow himself to get into. When there are a number of clerks employed, the best plan I can suggest is to supply salesmen with pocket books with perforated sheets, and when an article becomes low or entirely out it should be the duty of salesmen to at once note this in his pocket memo book, and tear out the sheet on which such notation is made and send same to the office, either noting thereon goods that are needed, or in case the salesman is in doubt as to what is wanted, he should take an inventory of such articles as are on hand from which the buyer can make his order. For instance, should the salesman note that the stock on monkey wrenches was running low, he could take an inventory of the stock of wrenches, send such list to the office, stating that it represented what is on hand. Again, at this season, he should make a list of files on hand so that the buyer can order accordingly. In a well regulated house these orders should go to the factory or jobber in first mail. Never wait for to-morrow. This is too important and necessary if you want to keep your stock complete. It is well, and common courtesy requires, that you treat traveling salesmen with respect, and give him your orders when on file, everything being equal, but you should never disregard your own interests. Your own interest and that of your patrons should stand pre-eminent above all. Many contend that they need the salesmen to keep them posted. This is not altogether true. There are other methods by which you can keep yourself posted, and it should be your aim to have prices before you at all times. My experience has shown the best method to be a card index, which should be on your desk for ready reference, and should be kept up to date at all times.

RETAILER-JOBBER A GREAT EVIL.

Many merchants do not seem to care from what house they buy, just so the salesman representing such concern is a good fellow.

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I do. Next to the catalogue house, the greatest evil you have to contend with is the retailer-jobber. In their eagerness for business their salesmen work and try to sell every "Tom, Dick and Harry," from the representative retailer to the corner grocer and the cross-roads beer joint, handling a few groceries. This being true, as must be admitted, why should you or I patronize the retailer-jobber?

Along the same line is the abuse of confidence, too commonly practised by merchants. A retail merchant that, perchance, gets an inside price or a jobber's discount, either direct or from a traveling representative, and confides this to another salesman or concern, is violating a trust. The traveling salesman has no more right to the prices that you pay for goods, or where you buy them, than you have to the cost of goods he represents to sell, and when a salesman or a representative makes inquiry along such lines, he is certainly committing a breach of courtesy. Prices entrusted to you should be kept inviolate. If this rule would be adhered to we would all fare better.

Joe E. Johnston, Dallas, made an interesting address on "Do You Advertise, and How Do You Do It?" D. K. Cason, Nacogdoches, delivered an address on "Getting Unsalable Goods Out of Your House."

S. Norvell, president of the Norvell-Shapleigh Hardware Co., St. Louis, Mo., was present and made a stirring address on the proposed parcels post and the catalogue houses. The speaker vividly portrayed the striking differences in the square mile territory of European countries and of the United States; the density of population here, 25 to the square mile, compared to most of the European countries with an average of over 500 to the square mile, and yet their parcels post could not make a profitable exhibit. Figures were presented showing the vast expenses of the postal department, and yet a deficit results, notwithstanding the fact that many of the post offices are located in a federal building, the expenses or rental of which is charged, not to the post-office department, but to the treasury department, else the deficit would be larger. Some one has suggested the zone system, but the people of this country would not stand for it. The rural free delivery started in 1897 with 54 carriers, at an expense of $10,000 per annum. In 1908 there are 39,000 carriers, which will cost $34,900,000. The parcels post people want to start an experimental route, or a parcels post carrying goods that originate at the local post office. It is only the entering wedge, however. Again, if the reduced rate for merchandise is put into effect the catalogue houses, who now pay 32 cents postage, would then pay 11 cents postage. If the parcels post gets established on a rural free delivery route it will be but a short time before it is all over the country, and when it is all over the country, authorities concede that the retail dealers as a factor in this country will be gone—their trade gone and the traveling man's occupation vanished.

Charles Weiland spoke on the "Traveling Salesman and His Duty to His Customers."

H. H. McKoy spoke on "Relations of Dealers in the Same Town with One Another," to which space will be given in a later issue.

James R. Adams read a paper on "Buying Goods." Many merchants acknowledge that proper buying is the hardest problem in merchandising. The bulk of one's buying should be given to a very few houses; there is no economy in dividing up your business until it amounts to so little with any house that you have no standing with any of them. Any jobber or manufacturer stands ready to take care of his best customers. It is a good plan to discount bills, even if you have to borrow money from the bank to do it, as it gives you a standing with the jobbers or manufacturers. Don't overbuy, or the sheriff will present his card.

Mr. Collins presented a paper on "Catalogue House Competition and How to Meet It."

J. R. Cole spoke on "How to Get Dealers to Join the Association and How to Induce Them to Attend the Annual Meetings." The difficulty experienced in securing new members grows out of the fact that those who are available have not been made to know and feel the necessity of our existence and the importance of the work already accomplished in which they have shared without the loss of a moment's time or the expenditure of a single dollar. Much good has been woven into the life of the association, and if we tell it to others in the right spirit they will not only appreciate it, but will be drawn to us. As to attendance at annual meetings, each member owes it to himself and to his fellow members to make every effort possible to attend.

In speaking of trade papers a member remarked that if a man keeps in touch with any new line of goods or any new ideas, it is best to take the papers, because they are always good reading matter, and the news we get in a condensed form from any good, lively trade journal; but I believe we should all take our home journal, and if a man will take it and read it and keep up with it, he will find lots of good reading matter—and it doesn't take long to read it. You will see points in the papers, which, if you will take to the clerks in the store and exchange ideas with them on these articles, you will see that it does great good.

A salesman, to succeed, must not only have faith in himself, but faith in the article he is selling. He should approach his customer in such a manner as to leave room for doubt that he himself believes what he says of the article he has to sell.

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INDIANA RETAIL HARDWARE CONVENTION

The ninth annual convention of the Indiana Retail Hardware Association was held the 18th, 19th, 20th and 21st ult., at Indianapolis, with an attendance of nearly 800. President C. B. Frame, North Manchester, presided.

NEW OFFICERS.

President—W. B. Creed, New Albany.

First Vice-President—Fred Bartholomew, Michigan City.

Second Vice-President—M. W. Coate, Kokomo.

Secretary—M. L. Corey, Argos.

Treasurer—Chas. E. Hall, Indianapolis.

Executive Committee—W. B. Creed, New Albany; Fred Bartholomew, Michigan City; M. W. Coate, Kokomo; Harvey Trueblood, Herman Bohls, Lafayette.

PRESIDENT FRAME'S ANNUAL ADDRESS.

The great progress made by the State Association was referred to in his annual address by President C. B. Frame, there having been an increase of over 150 during the past year, and the membership at present constituting more than 80 per cent. of the total number of Hardware dealers in Indiana, a splendid record. Referring to business, he said:

We have all taken our annual inventory, and while the balance is on the right side, I feel safe in saying this balance is not as large as we felt it ought to be. If our bills receivable are more than they should be, why not make a firm resolution to be better collectors? How many of us lose discounts by being lax with our collection? I am afraid that as a rule we are not good collectors.

How to get customers in our store, how to sell them and get them to come back again, are questions that concern us most at this time. In every town and city there are department stores which continually strive to attract our customers by advertising very cheap articles in the Hardware line at exceedingly low prices. While these stores have sold some goods people generally have too much good sense to go to a store the second time to trade when they were sold a polished cast tool for solid steel, and told that it was as good as they could buy anywhere. When a man is sick, he naturally goes to a physician and not to a grocery store for a prescription, and it should be our endeavor to impress it upon our people that the place to get what they want in the general Hardware lines is at the Hardware store. We are specialists, professional men, so to speak, and we should be thoroughly posted in our line, familiar with all the new things and be in a position to show our goods in such a manner that it will be an easy matter to convince our customer that he can get what he needs at our store much better than at a lumber yard or any other place. Buy good goods, get enthusiastic on the quality, talk them to your customer the way the traveling man did who sold them to you; learn all you can about how they are manufactured, tell your customer all you know about them—he'll listen. This will give him confidence in your ability and judgment and you are sure to see him back in your store when he wants to buy again.

You cannot make a good customer by selling a cheap article. Besides, good goods always pay a better profit than poor ones. We have printed on our stationery as a motto, "There is nothing too good for our customers."

ORDERS FOR SEASONABLE GOODS.

It is now the general custom to place our orders for seasonable goods quite a long time before we need them. With a few items this is advisable, but to the extent that it is now practiced, my opinion is that it is a mistake. The jobber is the natural distributor from the factory to the retailer and it is his business to have the goods in stock when the demand comes. The quantities we buy for the year are usually based on the amount that was sold the year previous. Having placed our orders with the jobber early, usually for factory shipment, if an extraordinary demand springs up like that, for instance, of Clipping Machines last year, our jobber's stock is soon exhausted. Mr. Jobber has figured that his trade had bought about all they would use and naturally had not stocked up much on these goods, with the result that we had a very hard time to get our orders filled and frequently lost sales on this account. We are asked to take goods into our store often two to four months before they are needed, and we must run the risk of fire and frequently a loss by a change in price. The natural mission of the jobber is to carry such stocks of seasonable goods in season as to be able to fill orders for his trade under ordinary conditions, and his facilities and ability as a jobber should enable him to do so. We, on our part, cannot sell customers out of season, and until some one can show us how to sell Poultry Netting, Screen Wire, Ice Cream Freezers and Scythes in December, and Axes, Cross Cut Saws, Skates and Tank Heaters in July, I am of the opinion that it would be better for us, as well as our friend, the jobber, to get our goods in season when we want them, than to try to anticipate our wants so far in advance.

J. L. Fulton, Portland, made a report as a delegate to the last national convention, held at Boston. He stated that the National association should be the clearing house of the State conventions; a board of directors, so to speak, composed of the strongest and best business talent that can be gathered from the several States. There should be a better

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representation at the national meetings adopted by the State associations, one that will insure stronger and more effective work as time goes by. He believed there should be less entertainments and more time devoted to business.

Gov. F. J. Hanly spoke upon "State Business Problems." He referred to the prison-made twine, and a vote of the members showed the majority were in favor of handling the product. The experiment was tried of selling to farmers direct by the prison management, but so many criticisms were made that it will doubtless be marketed thereafter through the dealers.

Secretary M. L. Corey in his annual address stated that the balance in the treasury was the largest ever reported by any State Hardware association. The association is now represented in 290 towns. The Hardware exhibit he believed was now established as a permanent feature, as it was growing more nearer a business basis each year. It will pay any Hardware dealer well to visit each exhibit; make yourself known and have a talk with the man in charge. Get all the trade information and business pointers you can. Reference to Mutual Fire Insurance showed that many policies were held by other State mutual companies, and the rebates on premiums were increasing each year. Parcels Post was treated thoroughly, and the members were urged to be always on the lookout to nip any new development in that line.

The Question Box proved a decidedly interesting feature, it being in charge of Secretary Corey, who has wide experience. Chas. W. Burrows, of Cleveland, spoke on Parcels Post. Other speakers included Secretary C. E. Peck, Berlin, of the Wisconsin association; President T. J. Mathews, Mt. Vernon, and Secretary L. D. Nish, Elgin, of the Illinois association. Thos. McMillen spoke on the "A B C of Advertising." There were a large number of exhibits and they drew many calls from the members.

NEW YORK STATE HARDWARE CONVENTION

The annual convention of the New York State Retail Hardware Association was held the 18th to 21st ult., at Buffalo. President L. G. Mattison, Newark, presided.

NEW OFFICERS.

President—John Holley Bradish, Batavia.

First Vice-President—C. J. Elderfield, Niagara Falls.

Second Vice-President—F. M. Young, Gloversville.

Secretary—John B. Foley, Syracuse.

Treasurer—F. E. Pelton, Herkimer.

Directors: C. P. Sherwood, White Plains; Chas. E. Wethey, Port Byron; W. D. Ganey, Auburn; A. F. Miller, Olean; T. W. Stevens, Oneonta; Louis J. Ernst, Rochester; Geo. W. Rockwell, Horseheads; W. J. Hoyt, Wellsville; Chas. J. Fix, Buffalo; L. G. Mattison, Newark; A. E. Towne, Saratoga Springs; John G. Ferres, Johnstown; A. R. Grant, Syracuse; Chas. W. Young, Elmira; J. F. Williams, Baldwinsville.

President L. G. Mattison in his annual address paid special attention to the association side. He cited instances of the indifference existing between two men in the same line of business, and gradually as they were drawn together confidences were established and soon they were firm friends; this the result of the association. It is in friendliness that confidences are established, for cold indifference produces only distrust. The old maxim, "Familiarity breeds contempt," should now be revised to "Familiarity breeds increased respect and admiration." Hardware merchants have a license to stand well in their respective communities. Jealousies of competitors do not improve our standing, nor assist in elevating others.

W. P. Lewis, Huntingdon, Pa., secretary of the National Mutual Fire Insurance Co., and also the Pennsylvania Co., addressed the members on the Mutual Fire Insurance question.

President S. R. Miles, of the National Retail Hardware Association, was present and made an address.

John G. Ferres, Johnstown, had charge of the Question Box, and several questions were discussed by many members.

A banquet was tendered the members and guests which was participated in by more than 250 persons. Among the speakers were: E. J. Cornish, president of the Carter White Lead Co., Chicago, on "Pure Paint Legislation;" President S. R. Miles, Hon. Wm. H. Hotchkiss, Buffalo; H. J. Fuller, Philadelphia, spoke on "Specialization in the Hardware Business." Secretary Foley reports a membership of 341, and an honorary membership of 283. The Hardware exhibit was participated in by many manufacturers.

Alcohol Non-Freezing Cooling Solution

Denatured alcohol can be used as an effective anti-freezing cooling fluid for automobile gasoline engines. The following table shows the freezing points of solutions of various strengths:

2 pints of alcohol per gallon freezes at 0°.

2½ pints of alcohol per gallon freezes at 10° below.

3 pints of alcohol per gallon freezes at 20° below.

4 pints of alcohol per gallon freezes at 38° below.

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Illinois Retail Hardware Convention

The annual convention of the Illinois Retail Hardware Association was held the 26th and 27th at Peoria. There was a large attendance and the sessions, as well as the Hardware exhibits, were well patronized.

President T. J. Mathews, Mount Vernon, Ill., in his annual address stated that the steadily increasing power of the State and affiliated associations has been used solely to correct trade evils and abuses, ward off unwise legislation, and improve business methods: We are reducing the cost of fire insurance to our members, cultivating a fraternal spirit between competitors at home, reducing the sale of merchandise to consumers by manufacturers and jobbers, and improving business relations between the different branches of the trade. Catalogue house power is being curbed, and there is a daily reduction of the number of manufacturers' brands which they may safely catalogue with the assurance of obtaining supplies.

Referring to the business conditions, he said that the man who talks hard times is in effect telling his customers to hoard his money instead of making needed purchases. Conservatism in business spells safety to the merchant. Price may sometimes tempt us to buy beyond our needs, but regrets usually follow in its wake. Don't overbuy and you will save much gray matter and may be some gray hairs. We have over 1,100 members in good standing, but there should be many more.

The man who attends trade conventions rubs up against the brightest minds in his line of business. He absorbs new methods and ideas. He gives as well as takes, for he has learned that selfishness is not a good business asset. He returns home fired with a new ambition to become a better merchant and to have a brighter, cleaner, more up-to-date store than any of his competitors.

New England Hardware Convention

The annual convention of the New England Hardware Dealers' Association will be held at Hotel Vendome, Boston, the 11th and 12th inst. It will be a good meeting, as the officers and committees are working to that end. F. Alexander Chandler, Boston, is president, and Chas. L. Underhill, Somerville, is secretary.

A Tinman Spider

To the Editor:

I am a close student of the Hardware possibilities in advertising and read with a great deal of interest your articles along this line. I find that a novelty in a window every few weeks adds a great amount of interest. To this end I have made it a point to get up something odd occasionally and have succeeded in bringing the people to look for this, and above all to talk about it, thereby keeping the name of the firm in their minds.

I enclose picture of the last novelty, a tin man. He is composed of a wash boiler for body, short joints of 6 in. stove pipe connected with adjustable elbows for legs, tin cups, soldered lightly together for one arm and quart measures with a 3 in. elbow for the other arm. The neck is an inverted cuspidor, while the head is an inverted coffee pot, the long spout forming the nose. A frying pan cover makes a good hat. A pipe and a necktie, the



TINMAN SPIDER IN STORE OF F. R. GRAHAM.

latter formed of strips of black iron, add to the costume. A roaster bound with straps does for a grip and bears the name, Adam Tinner. One of our tinners beat out a copper gold pan for the occasin and this labeled as the handiwork of Adam Tinner, adds to the scheme. Other tinware is placed about the window.

RICHARD J. OSENBAUGH,
for F. R. Graham.

A Tale of a Magazine

To the Editor:

The boss sits in his hardware store,
How cold and stormy the day.
Egads, the snow is falling fast,

He thinks he'd better stay,
And full a score of years or more,
Right there he could be seen,
Doing the very best he could,
Watching the good long green,
And once a month there came, his way
Right from the press a book,
Each page of it he did peruse,

Did at all the new things look.
Each lesson in it he did learn,
And, you bet, did learn them well,
Lest he'd forget, he wrote them down,
Each employe he would tell,
Regardless of what others done,
Surely he did his best.

Many shekels now he has in bank,
And can take his well earned rest,
Good news to all of us it brings,
And though the snow does fall,
Zero, too, the weather may be,
It bothers him not at all,
No better thing to do than he
Earnestly read the Magazine you see.

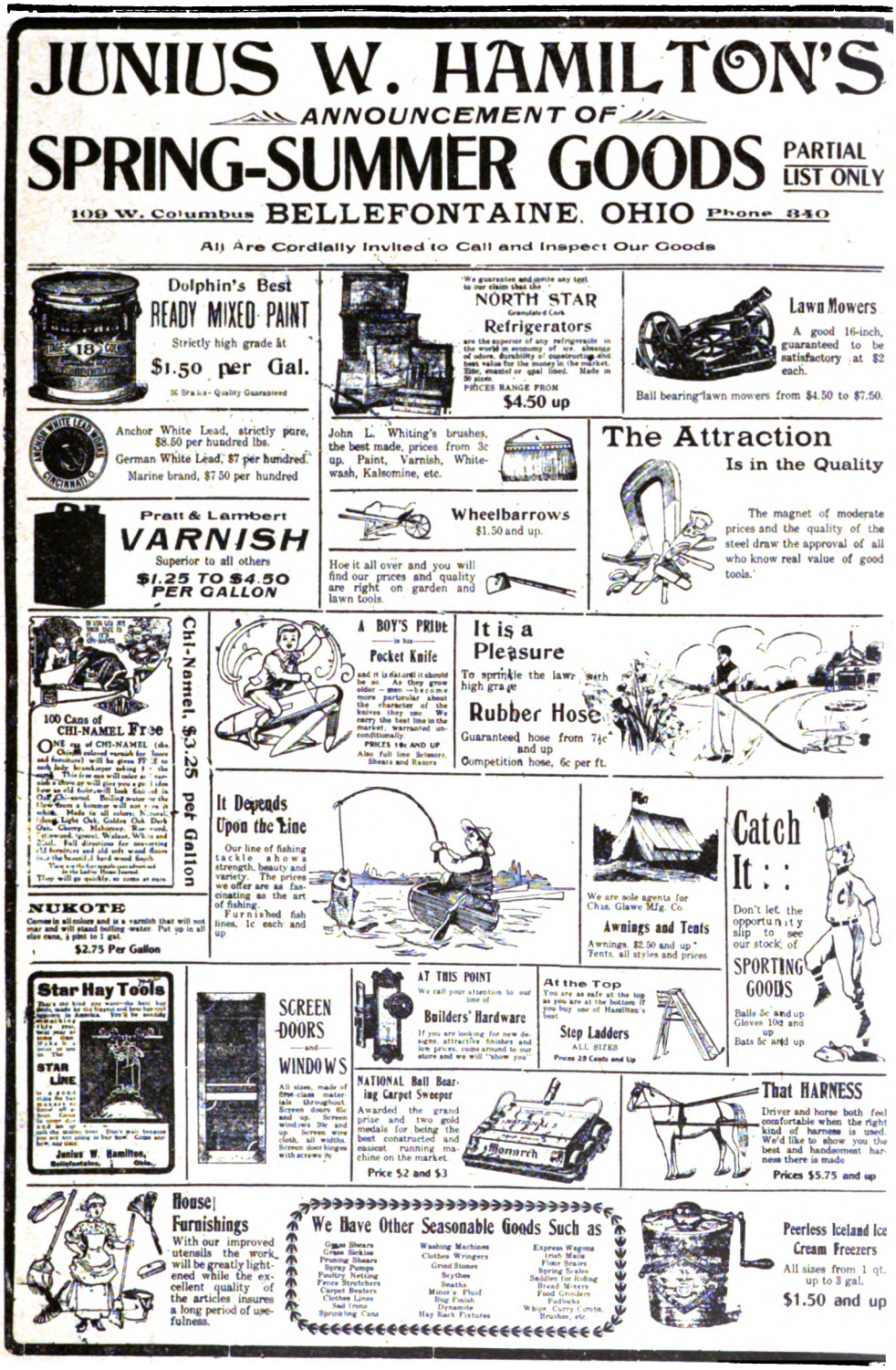
"THE TOOL BOX."

The first letter of each line tells the name of the Magazine he was reading.

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To the Editor:

We are sending a newspaper containing our full-page advertisement, which we used in this ad., a practice which we usually fo low. The special reason for publishing th ad. was to head off the catalogue house a



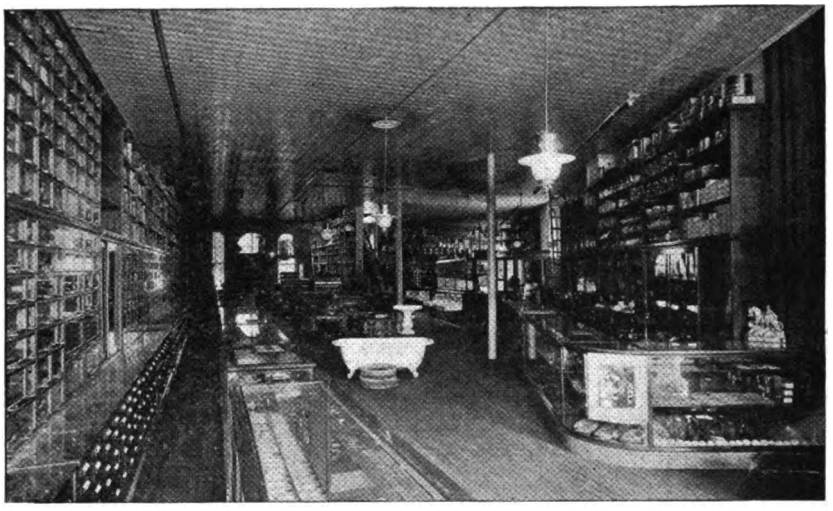
in two daily newspapers a year ago. It will be noticed we made free use of electrotypes nouncements. In addition to having the a appear in the newspapers, we had 5,000 copi

run off in the form of a circular and these were distributed by two men throughout the country, along with other advertising matter. They worked exclusively in our interest.

JUNIUS W. HAMILTON.

An Ohio Hardware Store

In the illustration herewith appears an interior view of the store of the Mitchell Hardware Co., Conneaut, Ohio. The orderly arrangement of everything produces the desired attractive appearance, giving that restful



INTERIOR OF STORE OF MITCHELL HARDWARE CO., CONNEAUT, OHIO.

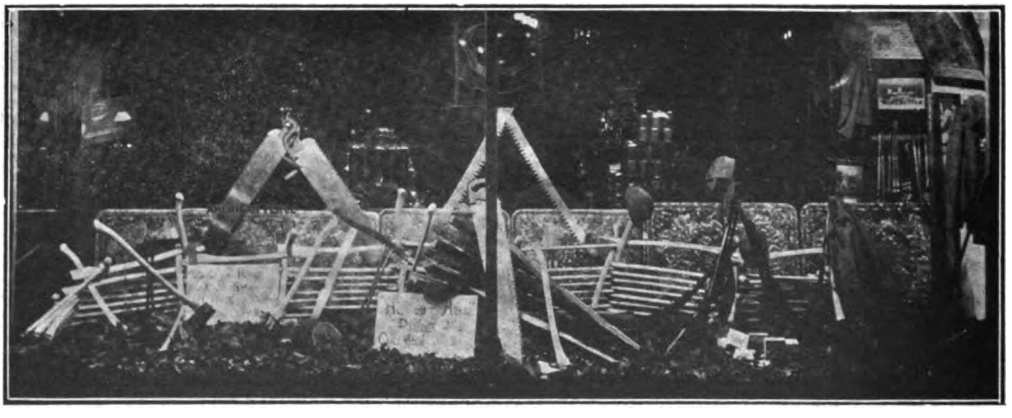
feeling to the customers when on a tour of inspection or of purchase.

The Mitchell Hardware Co., with a paid-up capital of $125,000, recently expanded and has absorbed three Hardware stores in Ashtabula. Mr. Mitchell has been the heaviest stockholder for some time back, and the purpose of the consolidation is to enable the purchase of goods to better advantage. Mr. Mitchell for twenty-two years was district salesman for the George Worthington Co., Cleveland, but has resigned that position and will give his entire time hereafter to the chain of stores.

There is much in merit, but of two stores of equal merit the one that does the best advertising will do the most business.

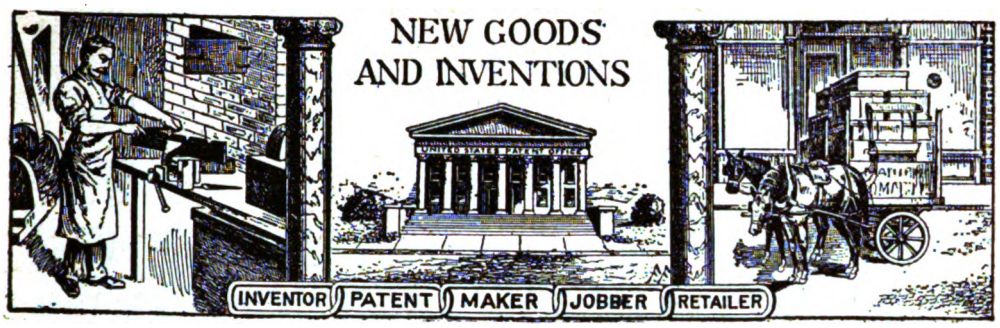
Axe and Saw Display

Chas. M. Doughman, of Doughman & Rust, Hardware dealers at Parsons, Kan., designed and installed the display shown here-with. The bottom of window was heavily strewn with oak leaves. Several handled axes were stuck in blocks of wood; the fence was built of axe handles. Cross cut and one-man saws were arranged about the display. As a background several stove boards were stood up. The show cards read: "'Honest Abe' didn't do it. Our Axes did it." "'Honest Abe's' Rail-splitting record can be beaten by using our Axes."



AXE AND SAW DISPLAY BY DOUGHMAN & RUST, PARSONS, KAN.

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"Prisco" Dinner Pails

The Pritchard-Strong Co., Rochester, N. Y., are offering the trade the "Prisco" Money-Back Dinner Pails, illustrated. They are made of bright full weight IX charcoal tin throughout, even the pie tray, sauce dish and drinking cup. Owing to the fine quality and heavy coating of pure block tin there is little chance of these goods rusting. The wood handles have a mahogany finish. There is an extra covered dish for sauces, pickles, etc., furnished with each Pail. Plain reinforcing ribs in the body of food compartment prevent denting and are easy to keep clean. There is a heavy wire edge on top of food compartment, the sides of which are one solid piece of tin. The bottoms are fastened to bodies by a genuine rounded double seam and cannot come apart. There are four separate food containers. Fig. 1 illustrates these. Fig. 2 shows the hinged handles on ends of pie tray, which form a convenient feature for easy removal. Fig. 3 shows the extra wide-mouthed reinforced cup hole, so the hand can easily enter for thoroughly cleaning the extra large coffee can. Fig. 4 shows the heavy tinned wire bails with spring ends which lock the coffee can to the food compartment. The Pails are made in three sizes, small, medium and large. The Pail will hold liquids without leaking, all seams being soldered and tested. The Pails are packed a half dozen in a solid, substantial case with shipping weights of 450, 550 and 620 pounds per gross, respectively.

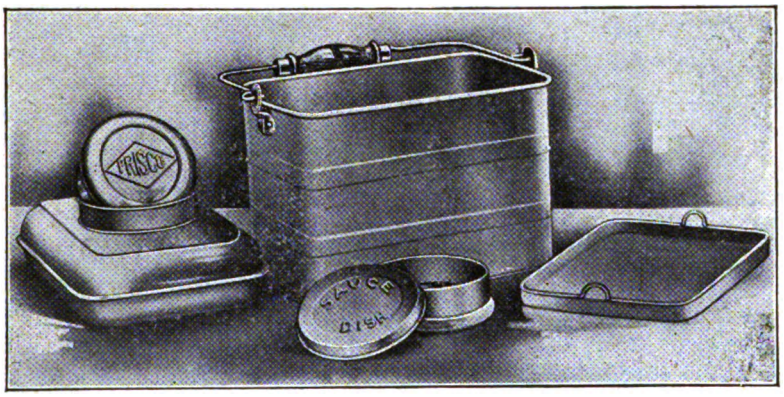


FIG. 1.—"PRISCO" DINNER PAIL, SHOWING FOOD CONTAINER.

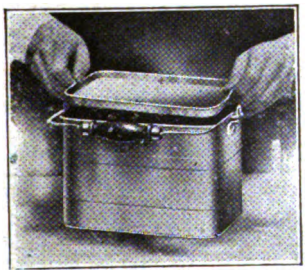


FIG. 2.—HINGED HANDLES ON END OF PIE TRAY



FIG. 3.—SHOWING SIZE OF WIDE-MOUTHED CUP HOLE.

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The Clinton Wire Cloth Co., Clinton, Mass., have issued a booklet pertaining to "Clinton" Welded Wire for use in reinforced concrete floors and roof slabs. This Welded Wire is made from 6 to 10-gauge drawn steel wire,

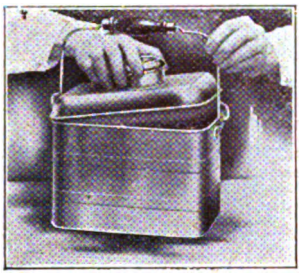


FIG. 4.—LOCKING COFFEE CAN TO FOOD COMPARTMENT.

galvanized or plain, and can be laid in lengths up to 300 feet, thus forming a continuous bond for the entire distance. They have an exhibition of this Welded Wire and construction in the Brunswick Building, room 1149, Fifth avenue and 26th street, New York.

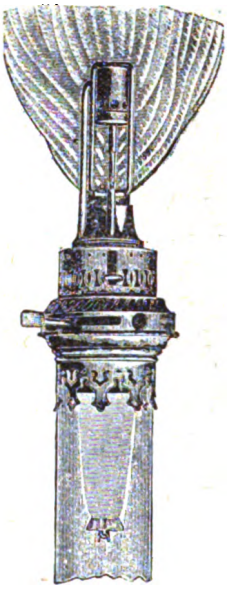
John L. Whiting & Son Co., 690 Harrison avenue, Boston, Mass., were recently awarded an order for Brushes for the U. S. Navy Department amounting to close to $35,000. It is evident that "Whiting's" Brushes will paint, varnish and kalsomine the White Squadron during this year and perhaps the next in nearly all the principal ports of the world.

"Drum Major" Harmonicas

Fr. Hotz, 475 Broadway, New York, is placing on the market the "Drum Major" Harmonicas, one of which is illustrated. It is a double key instrument designed to be retailed at a popular price. It is tuned in two different keys and can be played from both sides. It has 16 double holes, 32 reeds, nickel plated cover. It is a regular concert style instrument, with all reeds in perfect tune. The concern has a complete assortment of Harmonicas to retail at all prices.

"Bengalia" Alcohol Incandescent Burner

G. Cohn & Co., 337 Broadway, New York, are offering the trade the "Bengalia" Alcohol Incandescent Light Burner, illustrated. It is of 100 candle-power and can be used on any ordinary kerosene lamp. There is no blacking of mantle; it is wind-proof,



"BENGALIA" ALCOHOL INCANDESCENT BURNER.

there is no soot or smell and no burning wick. The ordinary gas mantle is used. The consumption of denatured alcohol is one quart in sixteen hours. There is no danger in the use of alcohol as an illuminant, and the light obtained is said to be superior to an incandescent gas burner. Brass founts, store and table lamps are supplied for use with this Burner when desired.



"DRUM MAJOR" HARMONICA.

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"Barger's" Handy Saw Case

C. S. Barger, Albia, Ia., is placing on the market the "Barger's" Handy Saw Case, illustrated. It economizes space and saves time and also keeps the Saws in prime condition. There is room in this case for four dozen hand saws. Each saw has an individual place and is in plain view of the purchaser and easy of

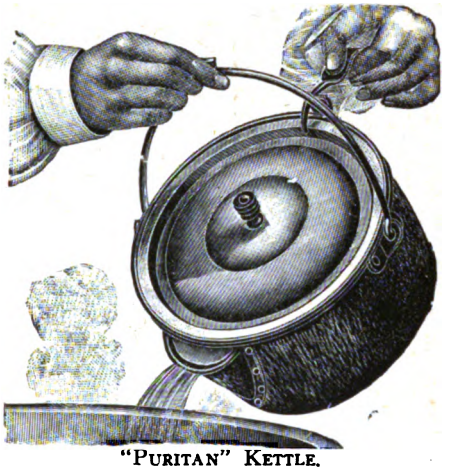


"BARGER'S" HANDY SAW CASE.

access. The saws can be seen in the Case without the removal of a saw. Each one can be taken out or replaced without removal or handling any other saw. The Case is so constructed that it will accommodate any kind of saw, doing away with the necessity of carrying a large stock of any one kind. As the Case revolves, the saws are displayed at all points. The Case, which is well made and nicely finished, occupies but small space, 18 inches square on the counter.

"Puritan" Kettle

The New England Enameling Co., H. Ginsburg, sales agent, 736 Broadway, New York, are offering the trade the "Puritan" Kettle, illustrated. This labor-saving cooking utensil has a never-slip cover and strainer attachment. It is specially adapted for cooking vegetables of all kinds that require straining.

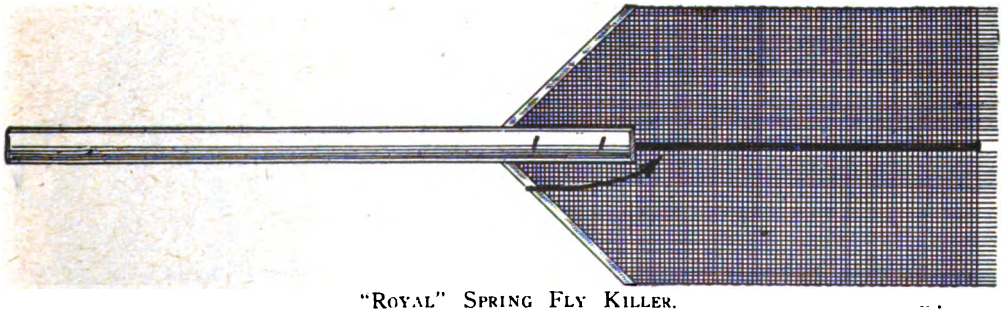


"PURITAN" KETTLE.

It positively prevents the scalding of hands and face. It can be emptied with ease and safety, as the cover, when slightly pressed by means of the back attachment remains firm, and the liquid contents are emptied through the spout and also strained at the same time.

"Royal Spring" Fly Killer

The Royal Spring Co., Clinton, Iowa, are placing on the market the "Royal Spring" Fly Killer, illustrated. The wire cloth portion has an extreme measurement of 8 incnes, and a total lengtn over all, including handle, of 17 inches. It is 4 2-3 inches wide. Through the center runs a strip of steel, which runs in and out of the cloth and gives a stiffness to it and also prevents breaking. The two outer corners are electrically welded. Tin strips keep the lower edges in good shape.



"ROYAL" SPRING FLY KILLER.

The cloth is securely fastened in the handle, and the entire construction prevents any fraying of cloth. With each order for a dozen Killers a display stand is furnished.

The Andrews Wire & Iron Works, Rockford, Ill., have taken over the manufacture and sale of the Higgins "Perfect" and "Hummer" Flue Stops.

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"Hawkeye" Refrigerator Basket

The Burlington Basket Co., Burlington, Ia., are manufacturers of the "Hawkeye" Refrigerator Basket, illustrated. It is a strong, light-weight, attractive-looking rattan basket, fitted up on the inside exactly like a refrigerator. Between the rattan body of the basket and the inside metal lining, there is a layer of asbestos packing and a layer of felt. In one end of the basket there is a small compartment for holding the ice, which is easily removed, so that the little refrigerator may be kept clean and sweet with no trouble. The lids and bottom are treated in the same



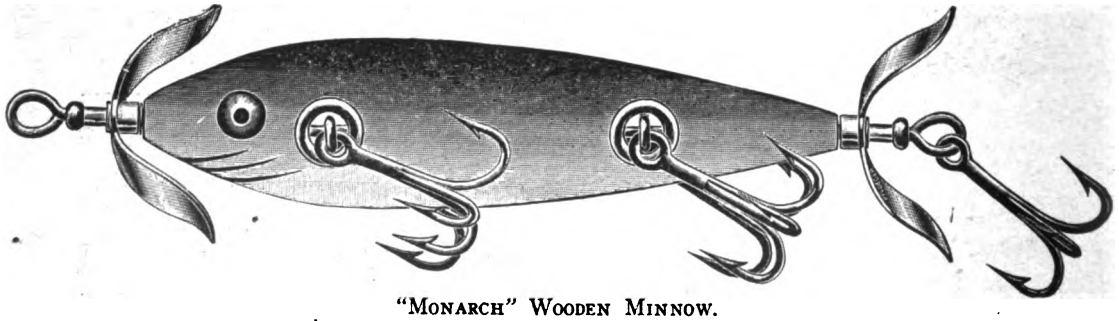
"HAWKEYE" REFRIGERATOR BASKET.

way, and a strip of heavy felt is piped all around the edge of the lids, so that when they are closed down and the straps fastened across the basket is practically air-tight. The piece of ice that is required to fill the little compartment will keep the basket cooled down to 58° for twenty-four hours. The metal lining is rust-proof and keeps bright all the time. The top and bottom is made of hardwood, the lids are highly polished with oil, and the bottom is given a thick coat of good paint to make it more durable and proof against dampness. The handles are made of a very tough wood and are securely riveted to the sides so that they may be trusted with all the weight placed in the Basket. It is supplied in three sizes; No. 0 is 14 inches long, 9 inches wide and 8 inches deep; No. 1 is 18 inches long, 10 inches wide and 8 inches deep; No. 2 is 20 inches long, 13 inches wide and 10 inches deep. The smallest size is the thing for one who wants to carry an individual lunch or for the purpose of keeping milk or food cool and fresh for the baby, or to use in the sick room to keep things cool and crisp, and thus save running up and down stairs. No. 1 is suitable for a party of two or three, while No. 2 will hold sufficient for five or six persons. Those who go camping or fishing will appreciate its worth when eating cool, crisp vegetables, drinking cool liquids, etc., at lunch time. If desired, the fisherman can place his catch in the little refrigerator or ice receptacle for the return trip and thus keep them in prime condition. The company also make several special styles of these Baskets known as the "De Luxe," and Nos. 1 and 2 Auto Baskets.

The Wire Goods Co., Worcester, Mass., have issued a pocket size edition of their catalogue No. 6. It is 4⅝x6 inches, and is a facsimile reduction of their large size catalogue. It contains 240 pages and is accompanied by a reduced size discount sheet. It will be found convenient by many on account of its compactness.

"Monarch" Wooden Minnow

The Enterprise Mfg. Co., Akron, O., are placing on the market a new line of Wooden Minnows under the name of "Monarch," one of which is illustrated. The line is made in a variety of different colors, blendings and qualities. They are made for fishing under water as well as for surface fishing, and they also supply a special Wooden Minnow in different finishes, mounted with buck tail treble hooks. The entire line of Wooden Minnows is fitted with a detachable hook arrangement. The enamel is guaranteed not to chip or peel off under the most severe usage. The bodies are selected from special stock, carefully shaped and coated with an elastic, indestructible, waterproof, porcelain enamel, and mounted with detachable, nickel-plated hooks and spinners. Prices and samples will be sent upon request.

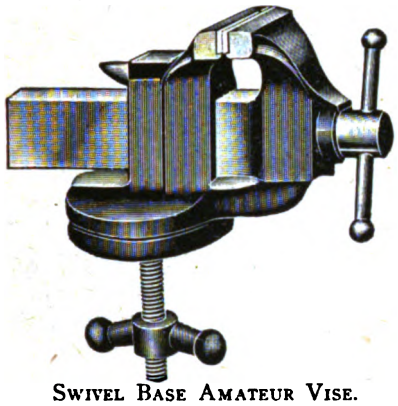


"MONARCH" WOODEN MINNOW.

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"Jersey" Vise Display Stand

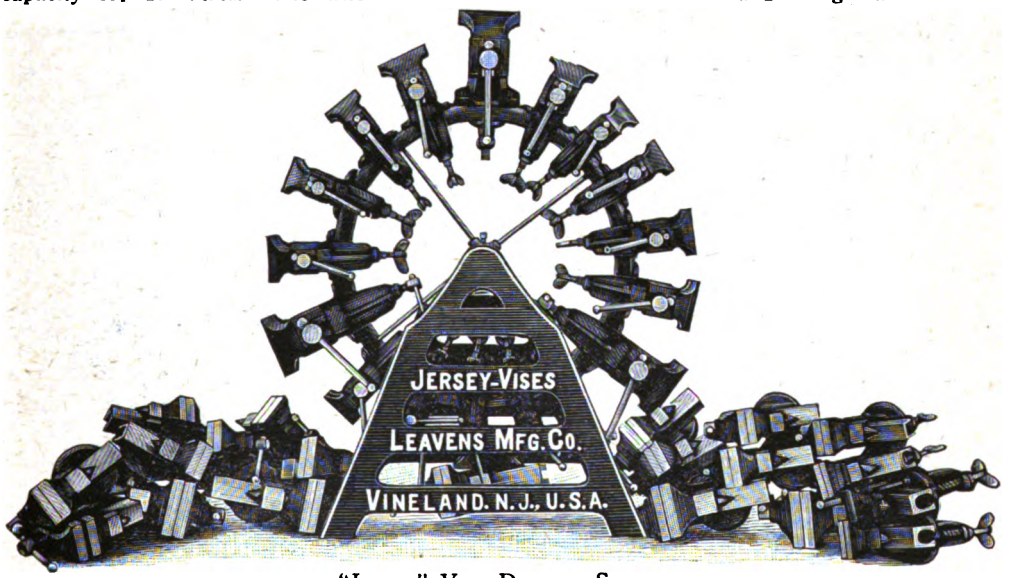
The Leavens Mfg. Co., Vineland, N. J., are offering the trade the "Jersey" Vise Display Stand, illustrated. It is a compact con-



SWIVEL BASE AMATEUR VISE.

struction, as it occupies a counter space 14½ inches square. The revolving wheel has a capacity for 16 Vises. The wheel revolves readily, so that any Vise can be easily examined. The Stand is sent out with an assortment of 36 Vises. This assortment, as made up by the factory, has from 1½ to 3-inch in plain iron jaws, and from 1½to 3-inch in steel face jaws, and from 1¾-inch to 3-inch with swivel base and steel face jaws. They are finely finished and are substantially made, and are said to embody all the features of a machinist vise, something new in an Amateur Vise.

The swivel base Amateur Vise has a steel face; the jaws come up square on their face; the solid screw works smoothly and easily, as a loose malleable iron nut is employed. The Vise is finished in a brown baking japan, giving a neat appearance. The anvil and the jaws are highly polished.



"JERSEY" VISE DISPLAY STAND.

"Stephenson" Bar Belt Dressing

The Stephenson Mfg. Co., Albany, N. Y., are manufacturers of the "Stephenson" Bar Belt Dressing, a fac-simile package of which is illustrated. It is a solid substance, put up in pound sticks, and therefore convenient to carry in the tool box. It does not contain any rosin or any other substances that will injure a belt, but, on the contrary, is said to be an excellent belt preservative. It is furnished in two styles, the red label stick is for use on leather belts and the green label for rubber or canvas belts. It is a clean article, and there is nothing untidy in handling it. The manufacturers make special claims on the point of quality, and yet it affords the dealer a good margin of profit. At the right of the illustration of fac-simile package herewith will be seen their trade mark, a jovial mechanic applying the Dressing to a belt.

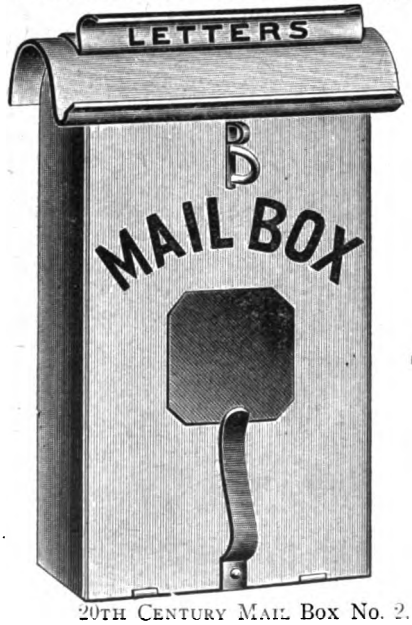


FAC-SIMILE OF PACKAGE OF "STEPHENSON" BAR BELT DRESSING.

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20th Century Mail Box

Wm. F. Heise Mfg. Co., 66 Union Park Court, Chicago, Ill., are manufacturers of the 20th Century Mail Box Nos. 1 and 2, the latter being illustrated. The makers are now finishing these boxes in a dead black as well as aluminum finish. The No. 2 Box is constructed of No. 24 galvanized steel and is guaranteed not to rust or break. It is so constructed that the contents cannot be moved without first removing the padlock. There is a heavy glass panel in the door, through which the letters, etc., can be seen. The slot at the top of the Box, in which the carrier inserts the letters, is protected by an extra hinged cover, bearing the word "Letters." On the front of the Box is a convenient spring for holding papers. These Boxes are painted with high-grade aluminum bronze with red lettering, which gives a general resemblance to the U. S. mail boxes. The concern are also makers of the No. 1 Mail Box, which is similar in construction to the No. 2, save that it is made of No. 20 galvanized steel, and the door is fitted with a spring lock, for which two keys are furnished. The slot cover is spring hinged, which forces it forward after the pressure of inserting the letters is removed. A brass clip is provided on the inside, back of the glass panel, to hold the owner's name. This Box has two springs on the cover for holding papers. The inside dimensions of both styles are: Height, 10 inches; width, 5½ inches, and depth, 2¾ inches. This Box has been approved by the postal authorities and is to be used for the free delivery in cities only.



20TH CENTURY MAIL BOX No. 2.

It is not half so hard to get trade as to retain it.

Huber's Account Register

The Huber Account Register Co., Buffalo, N. Y., are offering the trade the "Huber" Account Register, No. 300, illustrated.

The register itself is a conveniently arranged cabinet in which each and every customer of the merchant has a compartment in which the slips are filed. Through a system of indexing, these accounts are instantly located. It does not matter whether the merchant has less than a hundred accounts, or more than a thousand. In the larger size registers a system of vowel indexes is used in connection with the alphabetical letter. A cardboard folder, with the customer's name in ink, is placed in each filing compartment, and this completes the identification of the account. The system, as devised in connection with the Account Register, is a great saver of time. It is a one-writing system, and means: no books to post, no bills to make out, etc. It goes farther than this: it shows the retailer the correct standing of his business at all times. It makes it possible for him to know his correct business worth at the close of each day. A record of the "Cash Sales" and "Credit Sales" is kept, and these are totaled weekly and monthly. An inventory balance is carried out at the end of each month. No knowledge of bookkeeping or accounting is required.



"HUBER" ACCOUNT REGISTER.

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"Superior" Spring Hinge

The Superior Spring Hinge Co., 123 South Clinton street, Chicago, Ill., are placing on the market the "Superior" double acting ball bearing adjustable tension Spring Hinge, illustrated. The construction of this Hinge is on the same principle as their "Superior"

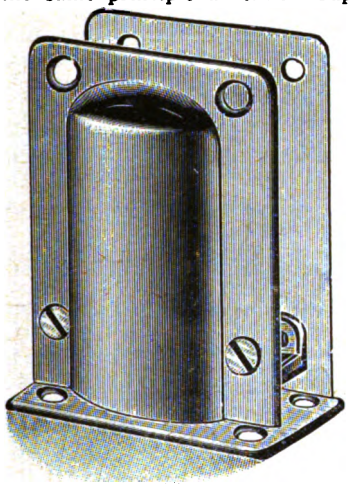


FIG. 1.—"SUPERIOR" SPRING HINGE.

Floor Spring Hinge. Fig. 1 represents the Hinge as it will appear on the door, and is applied to same with less skill and labor than the floor hinge, as no cutting on the floor is necessary. This Hinge is secured to the bottom of the door by means of four machine screws which enter through the cold rolled steel side-plates into the Hinge, also four

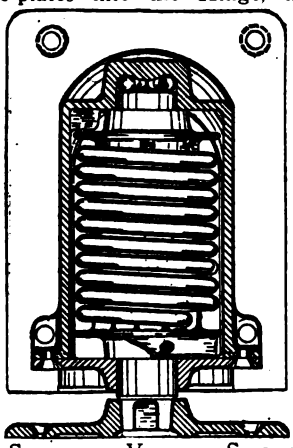


FIG. 2.—SECTIONAL VIEW OF SPRING HINGE.

wood-screws which fasten the plates to the door. By this arrangement the same size Hinge can be applied to the different thicknesses of doors, and at the same time reinforce the door where the Hinge is applied.

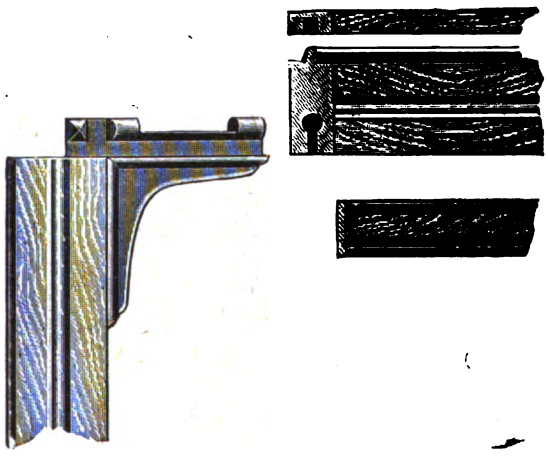
Fig. 2 shows sectional cut of the Hinge, when the side-plate is removed. It is compact, neat and strong. There is a minimum of friction. The Hinge can be used wherever a spring hinge is wanted, for out or inside doors, as all the working parts are above the floor, concealed between the side-plates, in the door, fully protected from moisture and grit. The weight of the door rests on a ball-bearing pivot, which is located on top of Hinge were no dirt or grit can enter. When Hinges are required with two finishes, there cannot be any mistake on the right or left-hand finish, as the same plate will fit either side. The Hinge has a tension spring made of high grade crucible steel. Any obstruction below the floor will not be an objection, as the Hinge is fastened on top of the floor by means of four wood-screws.

The 6—5—4 Manufacturing Company, Detroit, Mich., manufacturers of the 6—5—4 Self-Shining Black Lusta for gas ranges, stove pipes, window screens, etc., have decided to resume their former name of Crosby & Co., by which they will hereafter be known.

Window Screen Frame

The Arcade Mfg. Co., Freeport, Ill., are placing on the market the Window Screen Frame, illustrated.

The complete frames, including strips, slides, moulding and corner irons, are packed in crates of two dozen each, in sizes ranging from 30 x 36 up to 36 x 84 inches. This frame is easily fitted up and by means of a patent corner iron it is held firmly in shape and cannot warp. The material for making the



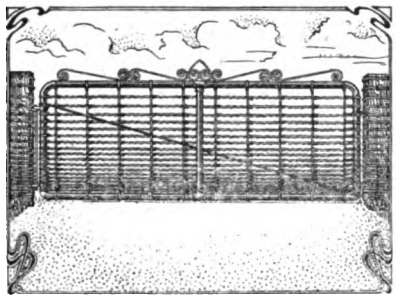
WINDOW SCREEN FRAME.

screens is also sold in 12 ft. strips, which can be cut to the size desired by the customer. These strips are made in two widths—1½ and 2 inches. These are packed in crates containing 144 ft., half of the strips being without slides for the top and bottom pieces of the frame. All frames and strips are finished with one coat of filler. The storage room required for this style of frame is very small and this is a feature which appeals to the trade.

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"Shimer" Fence Gate

The Spring Steel Fence & Wire Co., Anderson, Ind., are manufacturers of the "Shimer" Fence Gate, illustrated. It is made with double strength welded steel pipe, each gate frame being formed of one continuous piece put together with a riveted sleeve. This frame is either painted or galvanized and is filled with "Shimer" close-meshed galvanized stock and poultry wire. A special feature is



"SHIMER" FENCE GATE.

the self-locking device which automatically locks the gate when closed, making it impossible for stock of any kind to open it by pushing or lifting. The Gate, which is strong, substantial and attractive in appearance, is made any size to meet all requirements. It is furnished with plain or ornamental top. In the ornamental style a variety of patterns are offered. The company also offer a new fence known as the 27-bar 70-inch Stock and Poultry Fence, for use in parks and public places.

"Hammer's" M. I. Engine Torch

Hammer & Co., Branford, Conn., are offering the trade "Hammer's" M. I. Engine Torch, illustrated. It is a strongly made mal-



"HAMMER'S" M. I. ENGINE TORCH.

leable iron, and will withstand the rough usage to which such articles are subjected. It comes in three sizes. It is an addition to their line of malleables, such as Oilers, Lamps, Clamps, etc.

Baeder, Adamson & Co., Philadelphia, Pa., have issued a hanger out of the ordinary. It is 5½ inches wide by 13 inches long, and on the face has printed a half of the features and the left shoulder of a mechanic with apron on. In his pocket are placed a number of folders entitled "Sandy's Sure Sayings," being a mechanic's talk on a practical subject—about Baeder-Adamson Sand Papers. The card hanger is in colors and attracts attention. It can be hung in most any place, having a perforation at top to slip over a nail. The concern are also large manufacturers of emery paper and glue.

"Howland" Oiler

The Maple City Mfg. Co., Monmouth, Ill., are offering the trade the "Howland" Oiler, illustrated. The spouts are made of any size, length and curve desired, to enable inaccessible oil holes and cups to be reached without endangering the user. In these Oilers the flow of oil is regulated to the exact requirements, since the flow of oil is forced out of the can or reservoir by merely pressing the thumb on the small knob above the grip or handle. The discharge of oil can be graduated



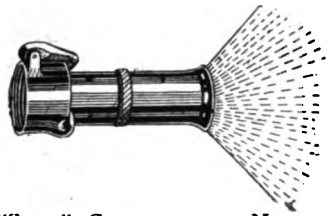
"HOWLAND" OILER.

from one drop at a time to a steady stream, and can be ejected with light or heavy pressure according to the pressure applied to the knob. Where the reservoir cannot be elevated above the oil hole, as frequently occurs in oiling shafting, the ordinary oiler is of no avail, but with this construction it is easy. The pump is so arranged that it will not become injured and drains the reservoir in all positions. In case of upsetting the Oiler no oil can flow out, the discharge being governed at all times by the knob near the handle.

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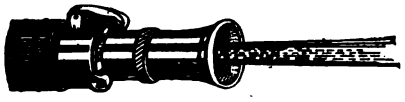
"Snap" Hose Nozzle

The Nelson & Morrison Mfg. Co., Peoria, Ill., are placing on the market the "Snap" Hose Nozzle, illustrated. Part No. 1 is the regular No. 1 part of the "Snap" Coupling provided with threads to screw on any ¾-inch hose thread. A thin brass plate "Y" is placed on top of the washer in No. 1, having a line running through the tips of its projecting ears



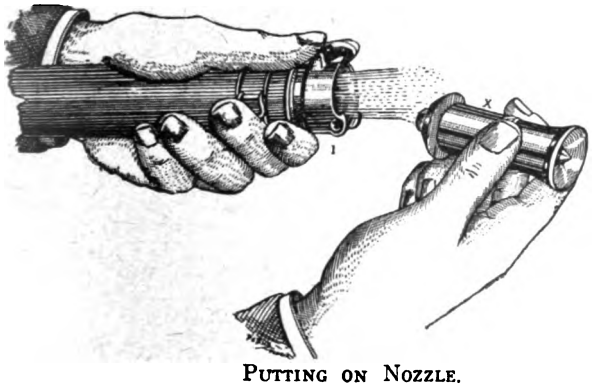
"SNAP" COUPLING AND NOZZLE.

parallel with a line running through the two stationary locking lugs of the No. 1 part, a thin rubber washer is placed on top of "Y" and the No. 1 part is screwed on the hose. The part "X" is then snapped into position. The stream is regulated or entirely shut off by swiveling "X" in the No. 1 part. By instantly unlocking "X" a full-sized hose stream is obtained. Extra brass plates "Y" are furnished and, as these do not interfere with the use of any "Snap" Coupling cone



"SNAP" HOSE NOZZLE.

head part in the No. 1 part, it will often be found desirable to fit each end of hose, on which a nozzle may often or occasionally be used, with "Snap" Coupling No. 1 parts and the little plate "Y," thus fitting them for use with both the nozzle and the cone head coupling parts that may be attached to opposite hose ends, sprinklers, etc. Only the special "Snap" Coupling washer should be used with the "Snap" Nozzle. The use of this device



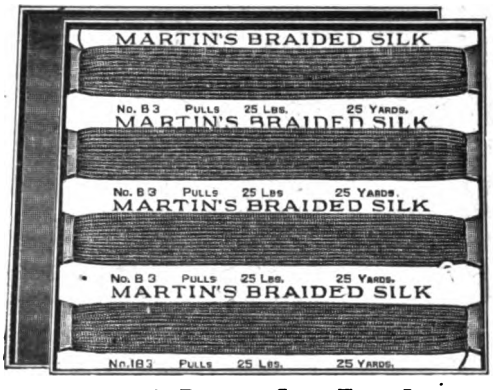
PUTTING ON NOZZLE.

enables one to obtain instantly from a complete shut-off to a fine spray, broken stream, small straight stream, and a full hose stream. The makers call attention to the following meritorious points: the water-way is bored out smooth. The passageway for the stream is straight, the only interference for the flow about the valve screw being a very light spider that holds the screw; it is twice the size of the passageway of many nozzles, bringing up to the escape hole by a straight flow a body of water so large, the resistance to the flow being so slight, that the stream is projected with far greater force than when the flow is through the usual small or indirect waterway. The instant adjustment to a full-size stream is new in nozzles, a feature which will be appreciated by many users. The parts of the Nozzle "X" are put together in such a manner that they cannot be taken apart; it will not get out of order and cannot be tampered with. While the usual packing is eliminated in the nozzle part proper, the washer in Part 1 acts as a packing between Part 1 and "X," the special construction making the swiveling of "X" very easy.

The Bruns Machine Co., St. Charles, Mo., are sending out a calendar, the upper half of which shows a splendid view of their store interior. The lower half has the calendar sheets. The company do a retail Hardware business.

"Kingfisher" Braided Silk Fish Line

E. J. Martin's Sons, 1½ Kingfisher street, Rockville, Conn., are the manufacturers of the "Kingfisher" Braided Fish Lines, one of which is illustrated. These Lines are manufactured in a variety of sizes, colors and finishes. The makers report a very large demand this season on "Martin's" Braided Silk Nos. B1, B2, B3



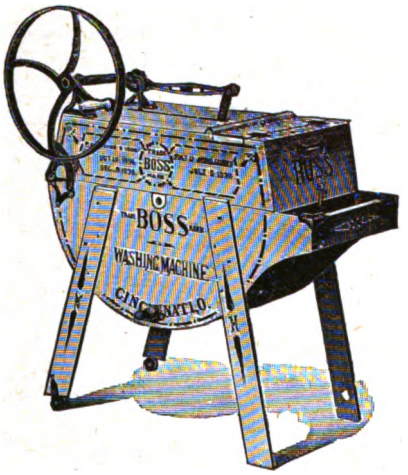
"KINGFISHER" BRAIDED SILK FISH LINE.

and B4. It is a finished silk line of black and white mixture, testing from 12 to 23 pounds. It is especially suited to all kinds of lake and stream fishing, and is also a good bait-casting line. The makers will send catalogue and an extensive line of samples upon application. The concern are doing extensive advertising among users of fish lines to popularize their goods.

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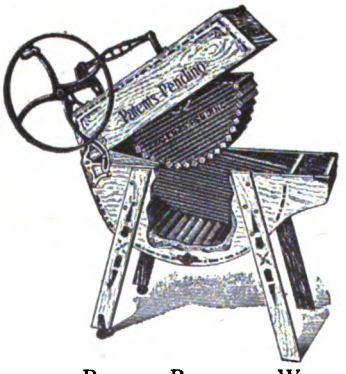
"Boss" Washer

The Boss Washing Machine Co., Cincinnati, Ohio, are makers of the "Boss" Washer, illustrated. Its design is original with them and it is constructed so as to do the washing by a principle patterned from the old-fashioned washboard. This method, however, permits the operator to cleanse but one garment at a time, while with this machine a quantity of them can be washed at one time and quicker than by the hand method of rubbing. The



"BOSS" WASHER.

principle and general construction is that by turning the hand wheel, the two rub-boards on the inner side of the machine will oscillate in opposite directions, the clothes being between them, the upper rub-board adjusts itself within elongated bearings, so that one garment can be washed as quickly as a quantity of them.

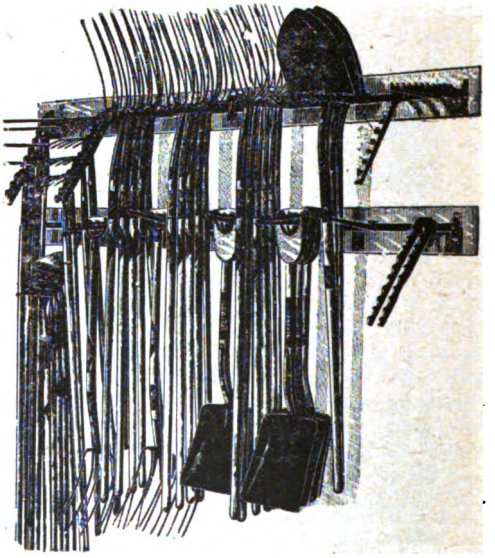


SHOWING RUBBER BOARD OF WASHER.

This Washer is claimed to be the only machine that has an extra chamber below the two vibrating rubbers, in which chamber all dirt and lint as it separates from the clothing will settle, with the result that all garments when washed are left in a sanitary condition. This is an essential feature in washing and cleansing clothes and is a point which the manufacturers of the "Boss" considered indispensable in the construction of their machine. The machine is built of Louisiana cypress throughout, a most substantial lumber, as it does not absorb the water like other lumbers, and consequently leaves the machine at all times in a perfectly sanitary condition. The machine is very simple in construction and operates with ease. It is built in numerous sizes of various capacities, the machine for ordinary family use being sufficiently large enough to wash ten shirts at a time or other garments of like quantity. The machine can also be operated by hand or power.

"Herrick's" Bar Tool Brackets

The F. A. Herrick Co., Jackson, Mich., are manufacturers of "Herrick's" Bar Tool Brackets, illustrated. These Brackets are used on a bar or track similar to a barn door track made in lengths of 2 and 3 feet. The Brackets can be moved any distance apart to suit whatever goods are being put in them. The straight hooks should be used for D handle goods, as they can be placed between the notched Brack-



"HERRICK'S" BAR TOOL BRACKETS.

ets and fill up the space on the wall. These Brackets can be used on common barndoor track as well. Whenever it is desired to use the wall space for other goods these Brackets can be removed readily as there are no screws to remove. The Shovel Brackets hold six shovels, the Rake Brackets, nine rakes; the Fork Brackets, eight forks; the Hoe Brackets, nine hoes, and the straight hooks, ten D handle forks and shovels. The company make several styles of agricultural tool racks, with varying capacities. These Racks display the tools and keep them constantly in position for sale.

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Automobile Rubber Goggles

The Motor Car Equipment Co., 55 Warren street, New York, are offering the trade the Automobile Rubber Goggles, illustrated. It



AUTOMOBILE RUBBER GOGGLES.

is made of high-grade Para rubber, and will perfectly adjust itself to fit any face. The glasses can be removed and replaced in an instant. An extra pair of glasses is furnished with each pair of Goggles. The article is rain and dust-proof.

"Bennett" Adjustable Scraper

The Bennett Mfg. Co., 420 Auburn avenue, Buffalo, N. Y., are placing on the market the "Bennett" Adjustable Scraper, illustrated. Its construction permits the operator to easily adjust it to suit the work in hand, making more easy the former hard and laborious job. The handle is so constructed that by a turn the operator can give the head and blade any necessary pitch. By simply turning the thumbscrew the blade can be adjusted up or down to suit the operator. Any 3-inch blade can be used. It does not require a hole in blade to

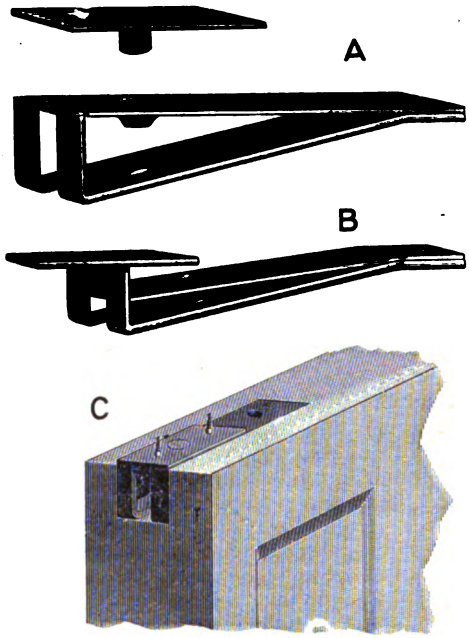


"BENNETT" ADJUSTABLE SCRAPER.

fasten it on, and is securely clamped between the front and back plate, being gripped tightly at the place where the work is being done, eliminating chattering. The hand piece or nip that protects the upper part of the blade is provided with a cushion so that the operator can sharpen or prepare both ends of the blade for work, and while using one end the other end in the nib is protected by a cushion. It is only necessary to reverse the blade to have another keen-cutting edge to work with. The blades are made of a fine grade of hard steel especially prepared. The front and back plates are formed out of solid steel, well machined and nickel plated. The handle and nib are of hardwood, turned, nicely finished, and so constructed that they are easily separated from the heads, which makes it convenient for putting in the tool chest or tool box.

"Standard" Spring Pivot

The Standard Mfg. Co., Shelby, Ohio, are manufacturers of the "Standard" Spring Pivot, illustrated. This Pivot is put in the top of door and is used in connection with the company's "Champion" and "Standard" Double Acting Spring Floor Hinges. With this Spring Pivot applied to a door the same can be set in place or taken down in a short time. "A" illustrates the parts comprising the Pivot; one showing the pivot pin which is placed in the head jamb of the door frame and the other into the top corner of the door. "B" shows how the two parts are coupled together when hanging a door. The spring is pressed



"STANDARD" SPRING PIVOT

down to admit the pivot pin through the slot at the edge of the door and when the pin comes opposite the hole in the spring part it will enter and the spring go back to its normal position, as indicated by "C."

The Bryan Mfg. Co., Bryan, Ohio, in their latest catalogue, No. 40, show their line of malleable shod "Champion" Wheelbarrows. These come in steel and wood frames and in large variety, adapting them for many purposes.

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"Linolite"

H. W. Johns-Manville Co., 100 William street, New York, are placing on the market the "Linolite," the illustration showing a show case illuminated with same. The name "Linolite" is taken from the line of light that it gives, a yard of light to a yard of space. It is especially adapted for illuminating show cases, pictures, signs, residences, show windows, desks, etc. By placing end to end and close together in a continuous, semi-circular reflector a series of long, tubular incandescent lamps, with single filaments running from end to end in each lamp, an endless line of light of any desired length can be obtained. These lamps, which are held in the reflector by solid porcelain sockets, containing spring plungers, can be instantly removed and replaced. The reflector is made in one piece from a single sheet of metal, usually aluminum, polished on the inside, with a tubular bead formed on each edge to carry the wiring. A pivoted support is used for installing the fixture, the same being screwed in place and the reflector afterward snapped in. These supports are pivoted so that the reflector may be turned in any direction desired. Linolite, so to speak, can be cut off by the yard, in any length to suit any position, and is entirely self-contained. It weighs, complete, less than one-half pound per running foot. The total depth from front of lamp to back of reflector is only 1 inch and total width 2¼ inches. The whole fixture, in its complete form, will pass through an oval ring 2¼x1 inch. Linolite may be fitted inside the framework of a window or back of the fillets in such a manner that the fixture is invisible, or practically so, and the source of the light screened from the eye of the spectator. All the light is used to illuminate the goods displayed. When used in show windows articles as close as one inch of the glass are fully illuminated. The light giving space of a bulb lamp is two inches. In the Linolite it is ten inches. This light saves current as it has a straight filament. The rays of light are focused on the area to be illuminated. The makers state that the illumination given by a bulb light immediately in front is seven to eight candle-power, and in the Linolite is over ninety candle-power.



ILLUMINATING A "LINOLITE" SHOW CASE.

"India" Automobile Stone

The Pike Mfg. Co., Pike, N. H., with New York branch at 151 Chambers street, are placing on the market the "India" Automobile Stone, No. 53, illustrated. The stone is shaped to give several different shapes, so that the user can readily get at the contact points of vibrator coils. These contact points being made of platinum points, are very sensitive and need careful attention. Heretofore a knife blade file has been used when the contact points have become "pitted." The advantage of using this oil stone over the file is said to be the same as derived from the use of an oil stone in the sharpening of a knife against rasping it away with a file. The file leaves a rough surface, while the stone leaves the points polished and gives a smooth contact. It eliminates all sticking. The Stone is also used for grinding or smoothing rough surfaces and for sharpening pocket knives or any small edge tools. It is furnished with or without a handsome leather case, gold lettered.



"INDIA" AUTOMOBILE STONE.

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"Holland" Ventilating Window Lock

The Holland Mfg. Co., Florence, Mass., are placing on the market the "Holland" Ventilating Window Lock, illustrated. It is a

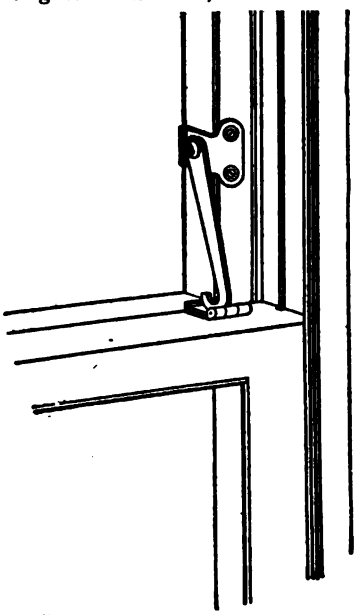


FIG. 1—"HOLLAND" VENTILATING WINDOW LOCK.

simple contrivance, easily placed in position and efficient in operation. The lock cannot be operated from the outside, neither can the

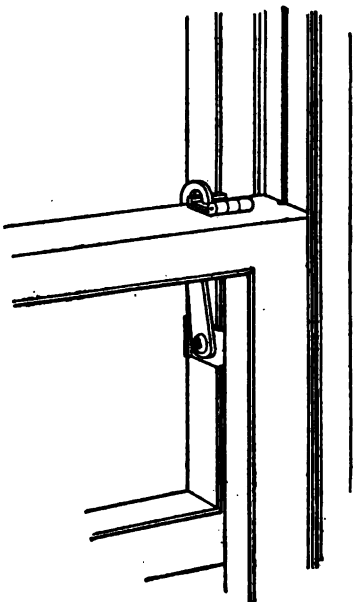


FIG. 2—WINDOW OPENED FOR VENTILATION, LOCKED.

window equipped with it be forced open. The act of closing the window locks it closed. The window is locked at all times, whether open or closed. The window may be left open, as in Fig. 2, which gives a ventilating space of from one to six inches top or bottom, or both. When the window is in the position, Fig. 1, it is locked. The act of closing the window from position in Fig. 2 to Fig. 1 automatically locks it, as the 4-inch hook drops by gravity as soon as the upper sash is closed. The device is made of hardened steel, neatly finished in antique copper, bronze, brass, nickel and dead black. It con-

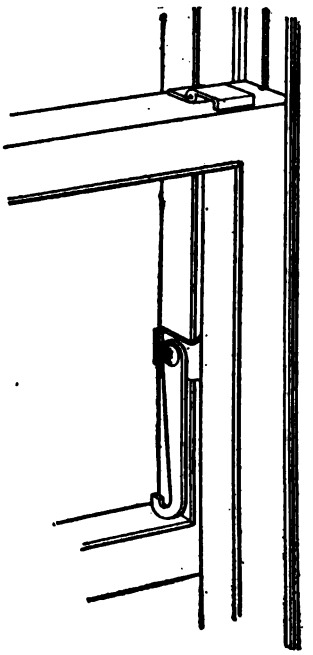


FIG. 3—LOCK NOT IN USE, WINDOW FULLY OPENED.

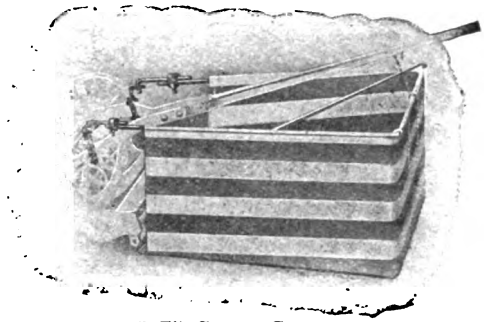
sists of two parts, the hook and hinge, and can be applied by any one in a few minutes. No cutting of the sash required, just insert four screws. The bracket is put on upper sash and the hinge on the lower sash with knuckle toward the person applying same, and the device is ready for use. When it is desired to open the window to its full extent, lift the flanged leaf of hinge and allow the hook to drop down as shown in Fig. 3; to close, the upper sash is raised, the hinge opened, the hook pulled over, the hinge let back in place, and the hook drops into position, all of which is done in an instant. It is especially desirable to use on all first-floor windows, on windows opening on fire escapes, so that children will run no risk of falling out.

The Pritchard-Strong Co., Rochester, N. Y., have issued a series of illustrated postal cards illustrating "Uncle Obediah" and "Uncle Bill," the two genial cut-out card-board brothers who are doing so much to popularize the "Prisco" Lanterns and Dinner Pails.

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"E-Z" Grass Catcher

The Excelsior Implement Co., 382 River street, Troy, N. Y., are manufacturers of the "E-Z" Grass Catcher, illustrated. It has a galvanized iron bottom. The sides and back are made of very strong canvas, attached to the bottom by impossible-to-rip connections. The frame is made of ¼-inch galvanized iron wire, with side supports of the same stock. There is a universal attachment made of malleable iron, that fastens on the yoke of the mower and is so arranged that it is possible



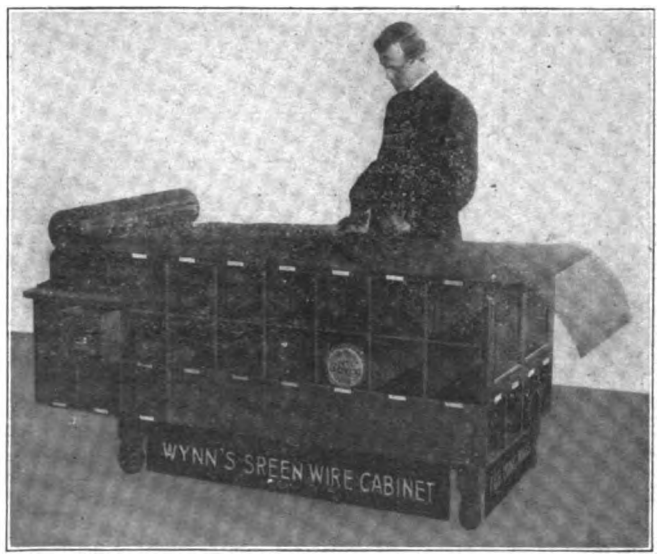
"E-Z" GRASS CATCHER.

to attach it to any mower. The side frame can be lengthened or shortened by means of a set screw and clamp, so that the pan will travel directly behind the roller whatever the wheel base may be. It is guaranteed to perfectly fit all styles and makes of lawn mowers. The catcher can be removed to put away or empty in an instant. The length is 24 inches, and the width ranges from 16, 18, to 21 inches. The height is 14 inches in front to 16 inches at the back. The weight, packed, is 40 pounds to the dozen. The No. 92 fits 12, 14 and 16-inch mowers. The No. 93 fits 16, 17 and 18-inch mowers, while the No. 94 fits 18, 19, 20 and 21-inch mowers.

The American Safety Razor Co., 320 Broadway, New York, have issued a large circular with a picture in colors showing a frog and an elephant, with the story of how the frog wanted to be as big as the elephant, and when he found he could not he gave up and "croaked" for the last time. They apply this allegorical figure to their business, with the conclusion that the "Ever-Ready" Safety Razor had made tremendous strides as a profit-producer for the dealer to handle.

"Wynn's" Roller Scren Cabinet

The Roller Cabinet Works, Sterling, Ill., are offering the trade "Wynn's" Roller Screen Wire Cloth Cabinet, illustrated. It is designed especially for storing and measuring wire cloth, the top being especially ruled for cutting glass. Two revolving rollers hold the roll of wire cloth and keep it from loosening while being measured. The height of Cabinet is 32 inches, length 70 inches, width 32 inches. It is made of solid red oak, ends paneled and finished in golden oak. The lumber is thoroughly seasoned. The Cabinet, which is made in one size only, is finished with three coats of rubbing, shipped in gross and crated, weighing 200 pounds. This Cabinet displays eighteen rolls from sides and four rolls from the end pockets, the latter being sixty inches deep for long rolls. The Cabinet is provided with card frames, showing the size of wire cloth each pocket contains. All pockets are seven inches square. The drawer under the rolls is for tacks and shears, and pulls out from either side. The Cabinet can be used from either side.

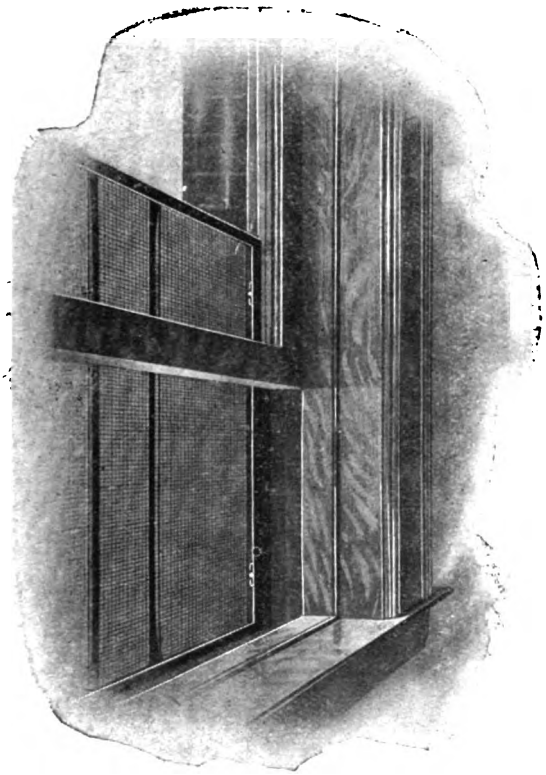


"WYNN'S" ROLLER SCREEN WIRE CLOTH CABINET.

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"Sherwood" Metal Frame Screen

The Sherwood Metal Working Co., Syracuse, N. Y., are manufacturers of the "Sherwood" Metal Frame Adjustable Window Screen, illustrated. The wire cloth is firmly fastened into the frame, so that with long use it will not sag or get out of shape. The frame is made of high-grade Bessemer sheet steel. The black wire cloth is also high grade. The frames are finished with black baking japan and are impervious to moisture. Five sizes are supplied, ranging from a height of 18 inches, opening of 33 inches, and when



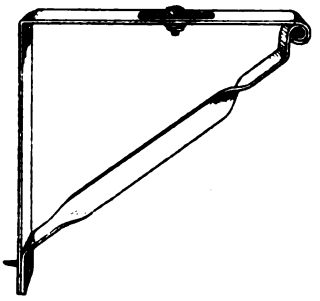
"SHERWOOD" METAL FRAME WINDOW SCREEN.

closed 22 inches; up to 30 inches high, 26 inches closed and 44 inches when open. This permits of fitting almost every window. Owing to the extreme narrow frame it can be used as a permanent outside Screen, allowing the bottom sash to be raised and lowered without removing the Screen. It is attached to the outside window casing by four small brads driven through the slots as shown in the illustration. The slots allow the Screen to be readily removed without pulling the brads. The Screen can also be used under the sash in the ordinary way when desired.

Owing to the extensive and continuous advertising given the "3 in One" Oil, the name has become far better known than that of the makers, the G. W. Cole Co., of New York. The manufacturers have therefore decided to slip off the old name and have taken on the new, which is Three In One Oil Co. They are still at the same address, 42 Broadway. The Oil is still furnished in two sized bottles.

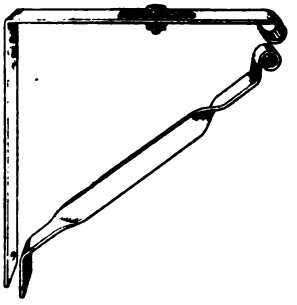
"Syracuse" Sink Bracelet

H. E. Hessler Co., Syracuse, N. Y., are placing on the market the "Syracuse" Sink Bracket, illustrated. It is claimed to have numerous advantages over the cast



"SYRACUSE" SINK BRACKET.

bracket. It is neater in appearance, and being detachable is more easily placed in position. The angle part of the Bracket is placed against the wall where wanted and screwed solid at the upper end. The brace, which works in a cam, is then placed in position and screwed



BRACKET READY TO BE DETACHED.

to the wall with the lower part of angle. This brings the upper part perfectly level and holds the Bracket rigid. It is much stronger than the cast bracket and, as it is lighter, there is a considerable saving in freight. Being made of steel, it cannot be injured in shipping. The Brackets are made in two sizes, Nos. 1 and 2. The No. 1 is 10½x14 inches, and takes sinks from 14 to 18 inches; the No. 2 is 12x16 inches and takes sinks from 18 to 20 inches. They are furnished plain and nickel plated. The nickel plated Brackets make an extra neat appearance as the smooth steel takes a very fine polish. The nickel Brackets are well wrapped in tissue paper and are packed one pair in a cardboard box, to insure their arrival to the customer in first-class condition.

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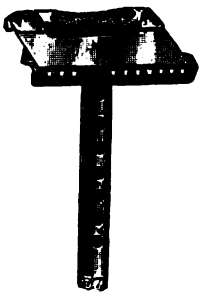
"Shrp-Shavr" Safety Razor Stropper

The Smith & Hemenway Co., 110 Duane street, New York, are offering the trade the "Shrp-Shavr" Safety Razor Stropper, illustrated. It is a recent addition to the Safety Razor outfit, and they also announce a change



"SHRP-SHAVR" RAZOR STROPPER.

in putting up the blades, which now come five in a package. A change has been made in the "Shrp-Shavr" Razor, the new style having the bar construction as shown. With the stropper



"SHRP-SHAVR" SAFETY RAZOR.

the owner can strop a blade as frequently as desired, and with the outfit of five blades, which are sold at a low price, the shaver gets his shaves at a nominal figure. The makers call particular attention to their system of placing about all the value of the device in



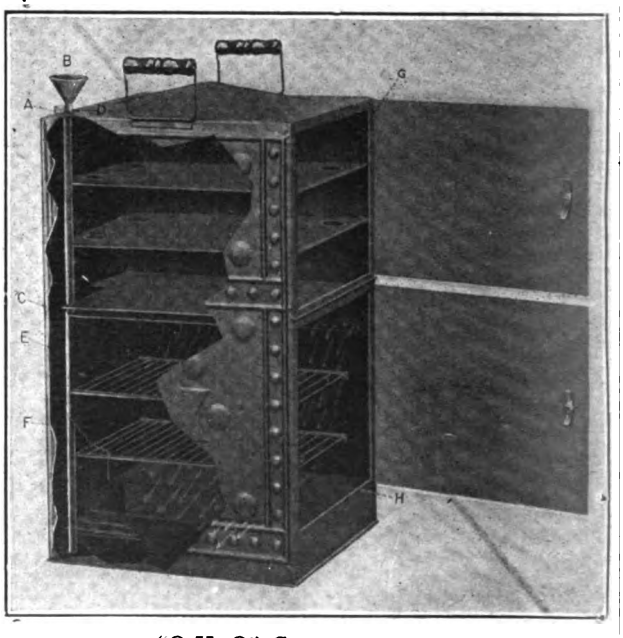
"SHRP.-SHAVR" BLADE PACKAGE.

the blades, as that is what the user shaves with. Very large sales are reported wherever introduced.

The Excelsior Implement Co., 382 River street, Troy, N. Y., have brought out a new catalogue, which shows a decided improvement over previous editions. There are presented Masons' and Mechanics' Tool Bags, Bricklayers' Haversacks, Bricklayers' Hand Protectors, Plumbers' and Electricians' Tool Bags, Carpenters' Bit Roll, Carpenters' Combination Apron and Nail Bag, Automobile and Machinists' Tool Roll, Auto Tube Case, Tire Cover, Punch and Chisel Roll, Bill Posters' and Distriubters' Bag, Coal Bags, Horses' Feed Bags, Canvas Mail Bag, Cutlery and Silverware Roll, and Grass Catchers.

"O-Hi-O" Cooker

The Ohio Cooker Co., 506 Jefferson avenue, Toledo, Ohio, are manufacturers of the "O-Hi-O" Cooker, illustrated. It is designed to roast and brown meats, bake pies, cakes, bread and biscuits in the lower compartment, while in the upper it cooks by steam. The oven part is lined with heavy metal. There are three oven shelves, adjustable to different spaces, and two shelves in the steam compartment. The partition separating the two compartments is tight. The heat from the flame goes up the side partition, and then comes out at the lower side



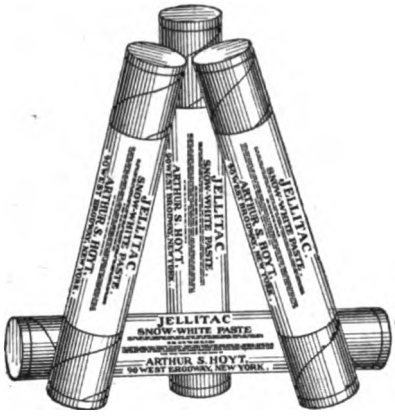
"O-HI-O" COOKER.

and spreads throughout the oven. An opening in the lower side provides draft and an even temperature is maintained in the oven. The doors are hung on brass hinges, and the water reservoir is double seamed and soldered. The Cooker is made with heavy tin and copper tanks, and is equipped with a whistle that blows ten minutes before the tank needs replenishing. The tank is filled and emptied at the funnel on the top of the Cooker. It is made in two sizes, 24 inches high and 13¼ inches square for family use, and 27 inches high and 14½ inches square for hotel use.

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Jellitac

Arthur S. Hoyt, 90 West Broadway, New York, is offering the trade "Jellitac," which is a paste in dry form. Formerly the dealer was obliged to keep wet paste in barrels with the attendant loss by evaporation,



PACKAGES OF "JELLITAC."

foul smells, vermin, etc. The two-pound tubes of "Jellitac" each contain sufficient material to produce a bucket of fine white paste by simply stirring into cold water. This form makes a neat shelf package and yields a good profit.

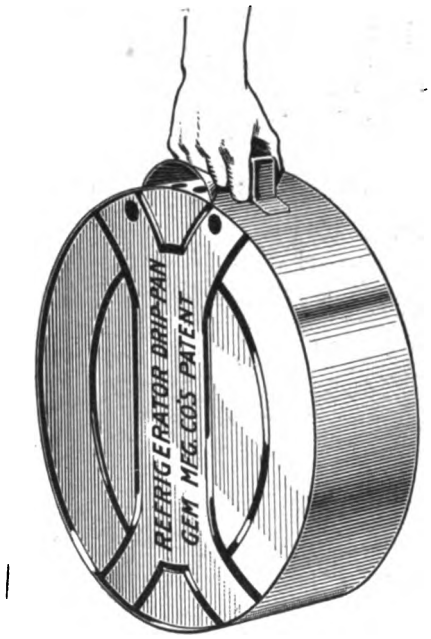
"Gem" Refrigerator Drip Pan

The Gem Mfg. Co., Chelsea Station, Boston, Mass., are placing on the market the "Gem" Refrigerator Drip Pan, illustrated. It is of unique construction, being a galvanized



"GEM" REFRIGERATOR DRIP PAN.

drum with two heads, an inlet, an outlet and one handle. The drippings from the refrigerator waste pipe falling anywhere upon the head flow to the side, near the handle, into the inlet holes, which are depressed one-half inch. When it is desired to empty, simply grasp the handle with one hand, carrying without effort in a natural upright position to the sink or other place, when it is emptied without spilling a drop. This avoids all liabil-



CARRYING THE REFRIGERATOR DRIP PAN.

ity of spilling the contents over the floor, as is frequently done with the usual open style of drip pans. It is an article that is said to at once appeal to the housewife.

"Ideal" Dripless Strainer

The Porter Machine & Stamping Works, Gregory, Mich., are offering the trade the "Ideal" Dripless Strainer, illustrated. It is made of brass, nickel plated. The clip is of spring brass wire, and can be readily adjusted to any thickness of metal. It can be



"IDEAL" DRIPLESS STRAINER.

instantly closed should it become open too far from use. A pocket between the Strainer and outer walls catches all drippings. The Strainers are mounted a dozen on a display card, furnished with or without the price; also with the dealer's name on card and carton when requested.

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"Irland's" 3-Piece Set Pipe Wrenches

The Irland Pipe Wrench Co., 15 Court Square, Boston, Mass., for whom Tower & Lyon Co., 97 Chambers street, are New York agents, are offering the trade "Irland's" 3-piece set Pipe Wrenches, illustrated. There is one each of the 7, 10 and 14-inch Wrenches, placed in a neat hinged cover box. These tools have tubular handles, and the jaws are drop forged from high quality steel. All parts are interchangeable and can be replaced at



"IRLAND'S" 3-PIECE SET PIPE WRENCHES.

small expense when necessary. This tool is operated with one hand, and being automatic, enables the user to reach at arm's length and make an adjustment instantly. It also enables one to reach into difficult and close places. The shipping weight of the case shown herewith is 7½ pounds.

The Philadelphia Lawn Mower Co., 3101 Chestnut street, Philadelphia, Pa., are distributing their catalogue for the present season. As has been the custom, they show nearly all Mowers in actual colors, which makes a very attractive presentation. Extra large size cuts are used, which clearly represent the various parts. New discounts for this season will be quoted upon application.

"Power" Spark Plug

The Motor Car Equipment Co., 55 Warren street, New York, are offering the trade the "Power" Spark Plug, illustrated. It is a combination magneto and jump spark plug, and is made of two parts, the body and the electrode. The body of the plug, once screwed into the cylinder, need not be removed, thereby saving the cylinder thread, and it also acts as a petcock. In order to clean the electrode, merely unscrew it from the body of the plug, wipe it with a rag, replace it, and it will adjust itself accurately. There are no gaskets in this plug, only unyielding metal-to-metal surfaces, carefully and accurately made. The "Power" Plug has an unusually large chamber and a heavy non-corrosive electrode. Its special advantages are, that it is so simple in



"POWER" SPARK PLUG.

construction as to be absolutely fool-proof, is self-adjusting, may be used for both coil and magneto alike, has cylinder thread, and is impossible to carbonize.

"Kirch's" Adjustable Flue Thimble

The Weber-Kirch Mfg. Co., Keokuk, Ia., are manufacturers of "Kirch's" Adjustable Flue Thimble, illustrated. It has a deep ridge pressed in, running around the entire thimble, which prevents the pipe pushing too far into the flue. It also prevents the pipe pulling out of flue, as it wedges and holds tight. The air is prevented from passing into flue



"KIRCH'S" ADJUSTABLE FLUE THIMBLE.

around the pipe. Water, soot or smoke is prevented from entering the room. The Thimble is adjustable, making 6 or 7-inch, thus saving the dealer the necessity of carrying two sizes. The articles nest close and come under a lower freight rate. They are packed a dozen in a roll, about three gross in a barrel, weighing about 70 pounds per gross. A 6-inch style is also made, in common and galvanized steel.

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"Fox" Floor Scraper

The Fox Mfg. Co., 185 Second street, Milwaukee, Wis., are offering the trade the "Fox" Floor Scraper, illustrated. With the rapidly increasing use of hardwood floors there has arisen a demand for something better than the old hand method of scraping such floors. The device shown herewith enables a man, and it does not require a trained person or expert, to scrape on an average of 1,000 to 1,200 square feet of any kind of hardwood flooring in a day of eight hours. The work is done easier and more uniform than hand scraping, and the saving over the hand method, with but a few days' use, pays for the machine. It is said to do the work of six or eight men. It is of but few parts, yet complete in all details. It is constructed and balanced so that the weight is in the proper place at all times. When in operation 85 per cent. of this weight is resting on the blade, making the work of the machine automatic and requiring no skill on the part of the operator. When not in operation the weight is balanced on the wheels with blade clear of floor, which eliminates all danger of marring or scratching the floor through carelessness or otherwise. The framework is carried on two rubber-tired wheels, working independently of each other, and a third wheel to carry the machine on the back stroke, so that the operator can turn the machine in any direction with ease and do perfect work in any position. It is fully guaranteed by the manufacturers.



"FOX" FLOOR SCRAPER.

The Columbus Show Case Co., Columbus, Ga., have a large size catalogue for presenting their line of Show Cases and office fixtures. The extended line of Show Cases is largely comprised of all glass constructions.

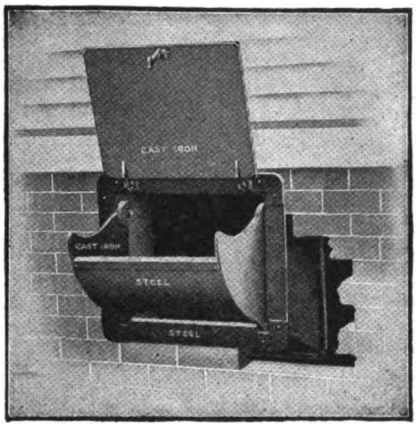
At the annual convention of the branch managers of the H. W. Johns-Manville Co., New York, the first of last month, a general discussion of the business affairs of the company took place. The meetings wound up with a banquet.

The Rock Island Tool Co., Rock Island, Ill., have issued a handsome catalogue of Vises adapted for the use of machinists, blacksmiths, steam fitters, electricians, car builders, locomotive works, gun, typewriter, cash register, sewing machine and carriage manufacturers, and mechanics generally. The automatic self-locking swivel Vises are locked automatically by tightening on the jaws. The concern operate their own foundry.

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"Majestic" Coal or Wood Chute

The Majestic Furnace & Foundry Co., Huntington, Ind., are manufacturers of the "Majestic" Coal or Wood Chute, illustrated. It is made of heavy steel and cast iron, and will withstand the severe usage given it by careless coal deliverers when putting fuel in the cellar. The door is supplied with a self-locking device, so that the coal man may close and lock the door before leaving the house. The door can be easily unlocked from the



"MAJESTIC" COAL OR WOOD CHUTE.

inside only, but cannot possibly be opened from the outside. The adjustable hopper is so arranged that it will receive all the fuel either from basket or shovel, and will avoid scattering of coal upon the ground. The hopper is so arranged that it can be swung into the Chute, allowing the door to close flush with the wall, presenting a compact and neat appearance. The hopper can be removed when desiring to put in coarse wood, or when a wagon chute is used. When the Chute is open, ready to receive the fuel, the door swings upward and is automatically locked, thereby protecting the siding above the opening. It affords ample protection to the foundation walls and siding. This Chute can be easily installed in any building, new or old, and at a cost of but a trifle more than a window and frame. Three sizes are made, No. 1 being 22x16, No. 2, 27x16, and No. 3, 33x22 inches.

"Hohner" Harmonica Display Stand

M. Hohner, 475 Broadway, New York, is offering the trade the "Hohner" Harmonica Display Stand, illustrated. It consists of an attractive stand combined with a dozen harmonicas in assorted styles and keys. The stand is lithographed in four colors and gold, and supported by a substantial easel. The harmonicas are fastened on new patented clamps which hold the goods firmly and display them to advantage. The harmonicas at all times can be replaced by new goods. The assortments are gotten up to retail at three different prices. One-priced assortment to a card, and in each assortment will be found all the

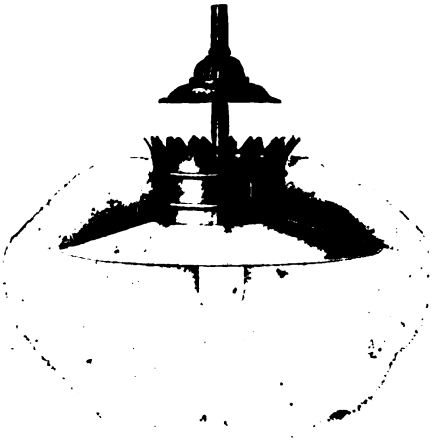


"HOHNER" HARMONIC DISPLAY STAND.

different keys required. The height is 21¼ inches and width 16¼ inches. All the different assortments offer the dealer a profit of fifty per cent.

"Eveready" Gas Light

The Eveready Gas Co., Lake and Curtis streets, Chicago, Ill., are offering the trade the "Eveready" Gas Light, illustrated. The Lights are furnished with 500, 1,000 and 1,500 candle-power. The gas light system is



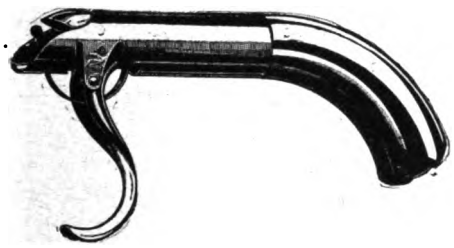
"EVEREADY" GAS LIGHT.

very easy to install and operates at a small cost, and when once in operation requires no generating. All that is necessary to do is to turn on the gas and light with a match the same as ordinary city gas.

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"Patterson's" Pineapple Eye Clip

The Harvey Mfg. Co., 549A Granite building, Rochester, N. Y., are offering the trade "Patterson's" Pineapple Eye Clip, illustrated. It is an all-steel construction, handsomely nickel plated. In use the point is

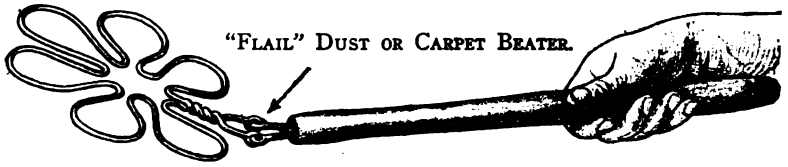


"PATTERSON'S" PINEAPPLE EYE CLIP.

thrust under the pineapple eye and the trigger is pulled, which action forces the pointed tongue or clip over the top and behind the eye, thus making a neat cut and without wasting the fruit. The operation is done very quickly and an entire pine is readily eyed or pitted with this device.

"Flail" Dust or Carpet Beater

The Useful Article Co., 420 Auburn avenue, Buffalo, N. Y., are placing on the market the "Flail" Dust or Carpet Beater, illustrated. The peculiar construction of the loose head also takes the strain instead of the muscles, by breaking the vibration or shock of the blow at the hinge. It is well made throughout.



"FLAIL" DUST OR CARPET BEATER.

The Geneva Cutlery Co., Geneva, N. Y., have brought out a special catalogue devoted to Razors, for which they claim to have the largest output in the United States. The volume has reached 300 dozen per week. They have a German factory in this country, in which the majority of the workmen employed learned their trade in Solingen and Ohligs. Up-to-date methods are used in the forge, grinding and polishing rooms. The company use a special high grade carbon crucible steel imported from Sheffield, England. A specialty is made of special Razors, special brand goods, etc. The catalogue not only illustrates many Razors but also shows, in colors, the variety of handles offered, a bird's-eye view of the plant and interior views of the different parts of the shop.

"Niagara" Lawn Spray

The Novelty Mfg. Co., Waterbury, Conn., are placing on the market the "Niagara" Lawn Spray, illustrated. It is simple in construction and operation and effective in use. With it can be obtained three sprays at different angles so fine that they form a mist, and



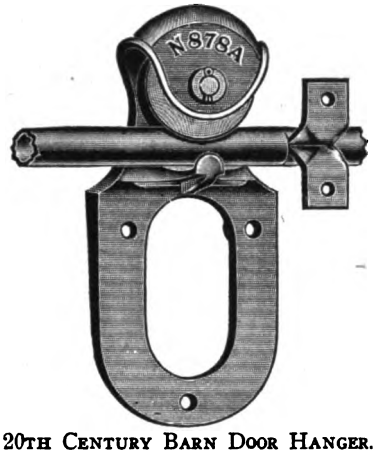
"NIAGARA" LAWN SPRAY.

greatly increases the force of the blow without any additional effort, and strikes flat without bringing the hand near the carpet. The do not wash or drench the lawn or flower beds. It is made especially strong by stamped ridges, the base being triple thick.

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20th Century Barn Door Hangers

Hunt-Helm-Ferris & Co., Harvard, Ill., are offering the trade the 20th Century Barn Door Hanger and Track, illustrated. The frame and hood of the Hanger are made in one malleable piece, thus making the Hanger strong enough for the largest doors. The wheels have wide grooves and run on hardened steel roller bearings, which reduces the friction to a minimum. A lip projecting about 1½ inches below the wheel makes it impos-



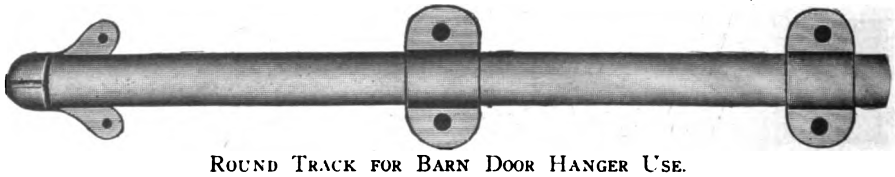
20TH CENTURY BARN DOOR HANGER.

sible for the Hanger to jump the track. This Hanger, running on round track, has a certain amount of flexibility such as hinge or flexible Hangers would have. It is finished in aluminum and red colors. The 20th Century Barn



METHOD OF PACKING BARN DOOR TRACK.

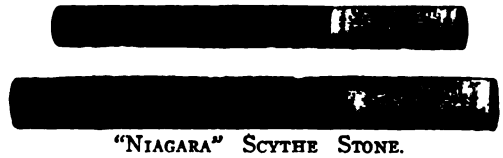
Door Rail is made in 2-foot sections only. The concern claim to be the originator and only manufacturer of round track made in 2-foot sections. The advantages claimed are the track is easy to erect. The bracket turns on the splice, so that the rail cannot be warped. Any width of door can be fitted with the necessary length of track, it being unnecessary for the carpenter to take out different lengths of rail for different sized doors. The dealer has to keep in stock only one length of rail, which comes crated and which takes up but little room, and can be kept in the crate under the counter, if desired. The rail being closed instead of open, no water can get in to rust it. This rail is guaranteed as strong at the splice as at any other point and is stiff enough to sustain the heaviest door. The splice is the same diameter as the rail, and no jar whatever is caused by the Hanger passing over it.



ROUND TRACK FOR BARN DOOR HANGER USE.

"Niagara" Scythe Stone

The Carborundum Co., Niagara Falls, N. Y., are offering the trade the "Niagara" Scythe Stones, illustrated. These are manufactured stones and are uniform in texture,



"NIAGARA" SCYTHE STONE.

hardness and porosity. They are made from carborundum, which possesses great cutting qualities. With a few strokes they are said to accomplish the work of an ordinary grind-



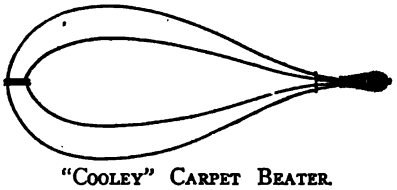
"NIAGARA" SCYTHE STONE DISPLAY CASE.

stone, producing a keen, sharp edge. The company furnish three dozen of these Stones in a handsome display case, which is made of polished wood and of a convenient size to place on the counter. It combines a display and keeping the stock in order. With each box is furnished a supply of advertising matter.

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"Cooley" Carpet Beater

The Cooley Mfg. Co., 103 S. Canal street, Chicago, Ill., are the makers of the "Cooley" Carpet Beater, illustrated. It is well

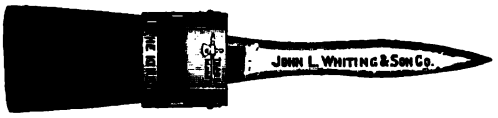


"COOLEY" CARPET BEATER.

constructed and will retain its shape after long use. The fastening in the handle is so held that it will not come off.

"King" Brush

John L. Whiting & Son Co., 690 Harrison avenue, Boston, Mass., are offering the trade a large line of Brushes, one of which, the "King," is illustrated. It has what is

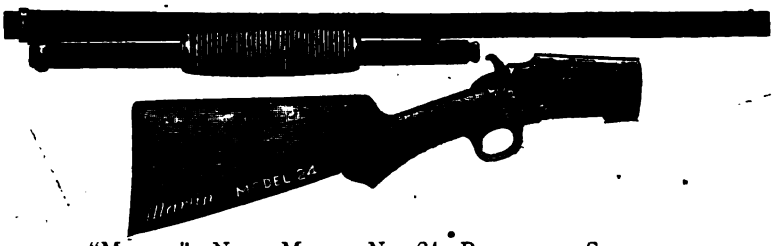


BRUSH WITH "KING BRUSH BRIDLE" ATTACHED.

termed the "King Brush Handle," which is said to materially add to the life of the Brush. This device is attached to all the concern's Brushes needing bridling.

"Marlin" Model No. 24 Repeating Shotgun

The Marlin Firearms Co., New Haven, Conn., are placing on the market the "Marlin" New Model No. 24 Repeating Shot Gun, illustrated. It is a 12-gauge repeater and has the simplicity and strength of mechanism, the safety lock, double extractors and other modern features of the Model 19, which it succeeds, together with other important improvements for greater safety, comfort and convenience of the shooter. This Grade A take-down Gun has 30-inch full-choked barrel, but guns with 26, 28, 30 or 32-inch barrels, full choke, modified choke or cylinder bore, can be furnished at the same price if so ordered. The barrels are of special rolled steel, tensile strength over 66,000 pounds to the square inch; chambered for 2¾ or 2⅝-inch shells; specially bored for both black and smokeless powders; fully proved with excessive loads. All full choked barrels are guaranteed to pattern more than 325 pellets of No. 8 chilled shot in a 30-inch circle at 40 yards. The frames and action parts are of high quality steel, cut down from the solid drop forgings to insure greatest possible strength. The frames have blued finish. The butt stocks are of fine, straight-grained American black walnut, nicely shaped and finished. The firearms are of a new shape that fills the hand and are said to feel better than the old style. They are also of black walnut, scored for quick handling, finely finished, reinforced inside with a steel core and on the ends by metal ferrules, taking all strain off the wood. The end pieces both extend over the wood and hold it in place, even if it should split. The makers claim there are one-third less parts than in other makes of repeating shotguns, and the working parts engage with one another without intervening links, etc. In Model 24 an extra sear on the lock prevents the hammer from falling if the trigger is pulled while the action is unlocked, and the horn on the locking bolt holds the firing pin back so that it cannot reach the primer unless the action is closed and locked securely. The improved automatic recoil block hooks on to the locking bolt when closing the action and holds the gun firmly locked until after the explosion of the cartridge, when it is instantly and automatically released by the recoil. It prevents the possibility of opening the action just as the cartridge is exploding and removes all danger from hang-fires, for no matter how long it may take the cartridge to explode after the primer is struck by the firing pin, the gun remains tightly locked until after the explosion. One can hold back the trigger and shoot the gun as fast as you can work the action, and still be fully protected against premature explosion and hang-fires. The Model 24 can also be furnished in grades B, C and D, same quality of material and workmanship, and same prices in the respective grades as the Model 19. Further details concerning this Model 24 are given in a new illustrated folder just issued.

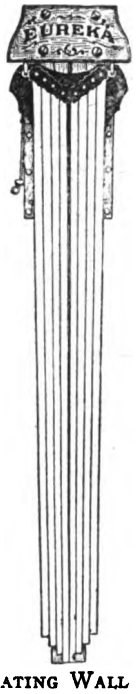


"MARLIN" NEW MODEL NO 24 REPEATING SHOTGUN.

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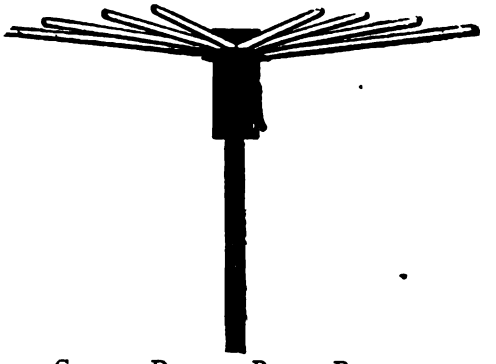
"Eureka" Elevating Wall Clothes Drier

The Eclipse Mfg. Co., North Girard, Pa., are manufacturers of the "Eureka" Roller Bearing Elevating Wall Clothes Drier, illustrated. The general appearance of the Rack is shown when closed, when raised and



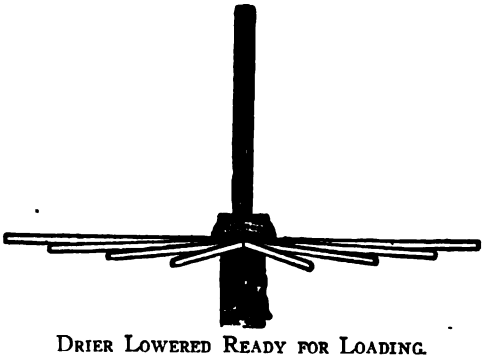
"EUREKA" ELEVATING WALL CLOTHES DRIER.

when lowered ready for loading. The bearings in this device are rollers, so it cannot be overloaded sufficient to cause friction. The wood parts are made from selected hard maple. The arms are 2½ feet long, and the total arm lengths are equivalent to 20 feet of line. The metal parts are of gray iron nicely japanned. There is nothing to get out of order, and the lowering is done by simply pulling out the spring at the side and the frame



CLOTHES DRIER IN RAISED POSITION.

will drop to any position desired. In raising, put the hand under frame and push up, it being

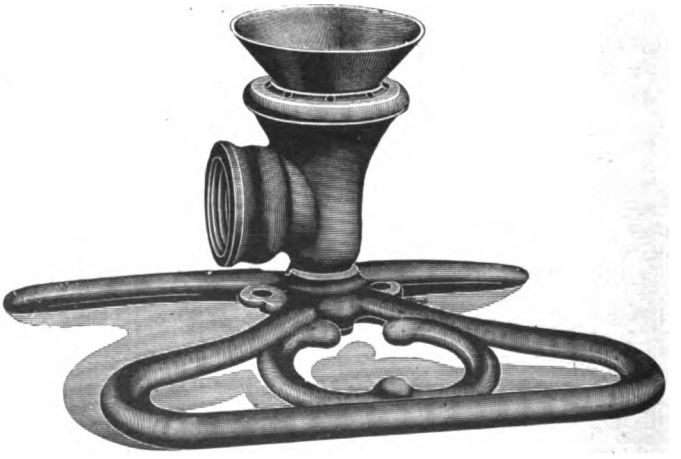


DRIER LOWERED READY FOR LOADING.

unnecessary to touch the spring in this operation.

"Rain-Bow" Lawn Sprinkler

The Turner & Seymour Mfg. Co., Torrington, Conn., are manufacturers of the "Rain-Bow" Lawn Sprinkler, illustrated. The spreader and top are of thick brass, and the



"RAIN-BOW" LAWN SPRINKLER.

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rounded corners prevent its tipping. The sled is so made that cords may be attached and the sled drawn about. There is nothing about the device to wear or rust out. The Sprinkler works well under high or low pressure. Under high pressure it throws a spray covering an area of 35 to 40 feet in diameter. In operation it does not flood the lawn or wash the earth from the roots of the grass. In height it is 3⅝ inches and the spread is 2⅛ inches. The Sprinkler is also made stationary with a spike to stick in lawn wherever desired.

G. Cohn & Co., 337 Broadway, New York, have issued a new general catalogue and price list. Part 1 contains the "Bengalia" Alcohol Cooking Stoves, Burners and Heaters. Part 2 contains Kerosene Incandescent Burners and Lamps. The alcohol constructions use denatured alcohol as a fuel or illuminant.

The Stephenson Mfg. Co., Albany, N. Y., issue an attractive four-page folder descriptive of their Bar Belt Dressing. It is printed in several colors, and duplicates of this folder are furnished dealers and jobbers with their imprints for distribution to consumers. For a number of years the company has been doing extensive advertising and canvassing among consumers and, now that a considerable clientele has been built up, they are desirous of enlisting the co-operation of the dealers. One of their catch phrases is "You can empty the box but you can't spill the contents." Other advertising helps include store hangers, etc. Their peculiar trade mark is shown in their advertisement.

Chadborn & Coldwell Mfg. Co., Newburgh, N. Y., in a new catalogue illustrate their numerous styles of machines. There is the "New Model," high and low wheel, "Rival," high and low wheel, "O. K.," "Excelsior" Roller lawn and golf Mowers, "Royal Blue" ball bearing, "Lenox" ball bearing, "Invincible," "New Excelsior" Horse Mower, etc. A supplement shows the "Newburgh," the ball bearing "Tuxedo," ball bearing "Sunset," "Golden Glow" and "Swift Cutter" Lawn Mowers.

The Champion Safety Lock Co., Geneva, Ohio, have a sumptuous catalogue in their latest edition, No. 10. The high-class paper, engravings and printing combine to give the reader the idea that the products presented had tone of quality that is not shaken off as page after page is perused. The goods shown include Double Acting Floor Hinges, Push Plates, Chest Handles, Door Holders, Hold Back Spring Hinges, Door Pulls, Chain Door Fasteners, a comprehensive line of Sash Locks, Sash Lifts and Side Sash Fasteners, Drawer Pulls, Base Knobs, Door Bolts, Cupboard Turns, and Catches, Wire Coat and Hat Hooks, Casement Window Adjusters, etc.

The Rochester Nonrust Tinware Co., Rochester, N. Y., have moved into their new plant on University avenue, where, with greatly increased facilities, they are prepared to give prompt attention to all orders.

Fr. Hotz, 475 Broadway, New York, have issued an illustrated catalogue and price list of the genuine Fr. Hotz Harmonicas. The Canadian branch is at 76 York street, Toronto.

Union Elevator & Machine Co., 144 Ontario street, Chicago, Ill., are issuing their first illustrated catalogue of 140 pages, of contractors and railway supplies. A copy will be sent to any buyer.

The Shelby Spring Hinge Co., Shelby, Ohio, are distributing catalogue No. 14 to the trade. Floor Hinges, Spring Hinges, single and double acting; Push Plates, Steel Drawer Pulls, Steel Hook Sash Lifts, Steel Flush Sash Lifts, Steel and Cast Bar Lifts, Cabinet, Box and Finger Pulls, Steel Flat Bar Lifts, Steel Door Pulls, Cupboard Turns and Catches, Sash Locks, Transom Catch, Barrel and Chain Bolts, Basement Window Sets, Wire Coat and Hat Hooks, Cast Metal Wardrobe Hooks, Flexible Door Bumper, Toilet Paper Holders, Screen Door Hinges, etc., are shown.

The Stratton Level Co., Greenfield, Mass., have ready for the trade their new catalogue of "Stratton" Levels. This catalogue F is pocket size, oblong in form and contains fifty pages. The goods shown are high grade Spirit Levels, and, in addition to their regular line, which has been before the trade for some time, they have several new numbers. These include a rosewood Level for carpenters and machinists' use. There is also the Carpenter's Radial Level, a new Level for mason's use with radial attachment, the Diamond Q Level with heavy brass top plate, etc. The manufacturers remark they have the largest line of Levels, and are equipped to supply anything in their line. An instructive little pamphlet, entitled "Valuable Hints," is now ready for distribution to the trade and mechanic.

The Norvell-Shapleigh Hardware Co., St. Louis, Mo., have brought out in pamphlet form the series of "Uncle Sam's Boys," which was a feature of their double page advertisements in the trade papers last year. The series comprises an even dozen, commencing with George Washington and ending with William McKinley. The "Diamond Edge" brand of tools was exploited in the advertisements during the year, and these are also reproduced. The pamphlet will be sent upon request, and it will be kept by many on account of the historical interest of the series, which is written in an interesting and original manner.

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ONTARIO RETAIL HARDWARE CONVENTION

The annual convention of the Ontario Retail Hardware and Stove Dealers' Association, of Ontario, Canada, was held at Toronto the 12th and 13th ult. President W. G. Scott, Mount Forest, presided. During the past year the membership had increased 50 per cent., the number now being 225.

OFFICERS ELECTED.

President—J. R. Hambly, Barrie.

First Vice-President—D. Brocklebank, Arthur.

Second Vice-President—A. Ballantyne, Brantford.

Treasurer—John Caslor, Toronto.

Secretary—Weston Wrigley, Toronto.

Executive Committee—W. G. Scott, Mount Forest; J. W. Peart, St. Mary's; D. Cinnamon, Lindsay; R. C. Chown, Belleville; W. H. Richardson, Essex; J. R. McMillan, Guelph.

From the report of the executive committee it is apparent that during the past year much has been accomplished. But few trade grievances were reported, and these were satisfactorily disposed of. The collection department—a feature peculiar to the Canadian organization, and which is not found in any in the States—has proven very successful. The matter of mutual fire insurance is advancing, and before the date of the 1909 meeting it is expected to assume a more tangible shape. An active lookout has been kept on legislative matters. The formation of local associations was urged as tending to more thoroughly unite the members, and district conventions should be held.

Secretary Weston Wrigley, Toronto, presented his report. In same it was mentioned that if the criminal code was amended it would be lawful for the retailers and wholesalers to arrange reasonable lists of prices for their self-protection.

The committee on mutual insurance, in reporting the result of their investigations, referred to such companies in the States as there are none such in Canada as yet. There is a serious obstacle at present to the formation of such a company, as the law now states that before a mutual company can be incorporated it must be shown that there exists in the locality no adequate provision for the insurance on the mutual plan of property against fire.

P. A. Wright, Holly, Mich., vice-president of the Michigan Retail Hardware Association, was present and took charge of the question box.

In the matter of membership dues it was decided to continue as before, $3 per annum. Provision will be made at the next convention for a session to which the traveling men will be admitted.

H. S. Howland, Sons & Co. tendered the members and guests a dinner, which proved a very enjoyable affair. Peleg Howland favored the introduction of a strictly cash business, close adherence to contracts, the importance of knowing the exact cost of doing business, the advantages of regular stock-taking and the maintenance of a fair price.

Col. J. B. MacLean, Montreal, spoke in a happy vein.

Thomas Dexter, of H. S. Howland, Sons & Co., president of the Canadian Wholesale Hardware Association, said that the benefits of an organization cannot be overestimated. It helped in many ways, both indirectly and directly. He remarked:

"In our association one thing that we agreed upon was the shortening of credits. This certainly has been a benefit to the manufacturers, wholesale and retail merchants and consumers alike. Years ago there was not the keen competition of to-day, profits were very much larger, although the volume of business was not nearly so great, and credit was given for a long time; but this is all changed as you very well know, and we are compelled now to sell on very close margins, and as near as possible to a cash basis. The retail merchants, as far as they can, should sell for cash. If you base your selling prices on giving credit, your competitors who sell for cash only will scoop your trade, because consumers to-day are looking for close prices and have the cash in nine cases out of every ten. I, therefore, think the present terms, although in a great measure forced upon us, are more satisfactory than they were years ago, and before our associations were in existence.

"In our wholesale association we endeavor to work in harmony with the manufacturers. They should make fair profits and at the same time give us reasonable protection when they think it necessary to sell to our customers. We feel that when we can arrange with a maker of any staple line the prices at which we shall sell, he establishes confidence with the wholesalers and the retailers and all retail merchants have an even chance for the consumers' trade. We have never found manufacturers willing to arrange prices which would give you or give us undue margins. On the other hand, the profits in the retail, as well as in the wholesale Hardware business in this country, are not what they ought to be, and one of the main objects of your association, as well as ours, should be to find ways and means to make the profits satisfactory. Members of your association should not hesitate to confer with one another so as to establish prices which will allow you a proper return on capital invested and your time and labor in keeping your business in good running order."

James Hardy, Toronto, secretary of the Canadian Wholesale Hardware Association, advocated the establishment of a fair and profitable price on all lines of goods carried.

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NEBRASKA RETAIL HARDWARE CONVENTION

The seventh annual convention of the Nebraska Retail Hardware Association was held the 11th to the 14th ult., inclusive, at Lincoln. President Frank Hacker, Friend, presided. There was a good attendance and much interest was manifested throughout the sessions and in the numerous exhibits.

New Officers

PRESIDENT—Dan Kavanaugh, Fairbury.

FIRST VICE-PRESIDENT—Robert McAllister, Grand Island.

SECOND VICE-PRESIDENT—F. W. Arndt, Blair.

THIRD VICE-PRESIDENT—W. C. Klein, Milford.

SECRETARY—J. Frank Barr, Lincoln.

TREASURER—H. J. Hall, Lincoln.

EXECUTIVE COMMITTEE—Alex. Myer, Hastings; M. A. Hargelroad, Holstein.

President Hacker and Secretary Barr presented their annual reports. Nathan Roberts, Omaha, who was one of the representatives of the Nebraska Association at the last National Retail Hardware Convention at Boston, made a report of that meeting. In closing, he said: "Let us not be old fogy. Do not permit ourselves to become enshrouded by old and worn-out ideas. Keep the door of our mind open. Be ready to profit by new experiences. Let our minds be always like a sheet of white paper with plenty of room for new writing, and not like a blotter so black with ink that it will absorb no more."

Daniel Kavanaugh, Fairbury, made a report of the visit of the National Association delegates and others to the "Hardware City" of New Britain.

M. A. Hargelroad, Holstein, Neb., known as the "Father" of the organization, for his having first proposed the organization of the Association, made a brief address on "Association History."

At an executive session, President W. S. Wright, Omaha, Neb., spoke on the Parcels Post movement and handled it without gloves. W. J. Pilkington, Des Moines, Ia., spoke on "The Science of Merchandising."

"Getting and Holding the Farmer's Trade" was the topic of a paper read by D. B. Diehl, Stratton. "Harness and Saddlery in Connection with the Hardware Business" was the title of an address by N. P. Hansen, Upland. "Local Organizations" was discussed by H. M. Wineland, University Place. He gave the members an illustration of the benefits to be derived by the Hardware merchants in a small locality associating together for the betterment of their business, and maintaining a legitimate profit on their merchandise sold during the different seasons of the year.

P. C. DeVol, Council Bluffs, Ia., read a paper on "Taking the Annual Inventory," which was an account of his own experience, and proved interesting.

R. E. Saberson, Sioux City, Ia., spoke on the subject of advertising, and described the plan followed by the Berkley System, of which he is the head, for assisting the retailers to successfully combat the catalogue houses.

Question Box

Vice-President A. T. Stebbins, Rochester, Minn., of the National Retail Hardware Association, was present and made a brief address. He had charge of the Question Box, which was very ably handled. To the question, "Does it pay to cut the established price on standard articles in order to hold the business?" the reply was that when you cut the price you have established that price, and the customers will repeat it all around the community.

To the question, "Does it pay to dress show windows in a small town?" it was stated that in small towns it is not so important unless the merchant wishes to show his enterprise. In the country town the competition is not so great as in the city. In the cities the dressing of the window has become an art and the merchant is frequently compelled to pay a high salary to the window dresser, and in the country if you pay a salary it would have to come out of the business by a greater number of sales and at a better price. If the country merchant had not this experience of the art of dressing his show window he would have to employ a window dresser, or have one of his clerks who had an aptitude in that direction.

"Should a merchant sell at the same price to everybody, or make different prices to different customers?" brought the response that if such a practice was followed the dealer would soon get himself in "hot water," and the fellow who paid the higher price would soon go to his competitor's to trade.

"Is it the price or article in the window display that draws people into the store?" The reply to this was that it was both. The speaker stated that he had never been a strong believer in pricing articles in the windows as some other people, for the reason that he had known of his competitor having watched his figures very closely and would then mark his goods one better, so he had quit pricing in plain figures. This, however, is but another instance of where local conditions might govern the practice.

"What has been the experience in selling to parties who have written to manufacturers in response to magazine advertisements?" Several members replied. Such experience was unsatisfactory. Where names had been referred to the local Hardware dealer the inquirer had been looked up and called upon, and the outlook for future business was not propitious.

To the question, "What is the best way to advertise so as to get the best results for the least money?" quite an animated discussion en-

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sued. One member thought more of circularizing than any other system tried. When you have something out of the ordinary, it pays to advertise it in the newspaper. A personal letter mailed to customers once or twice a year is very effective. We have such a mailing list and make corrections and additions from time to time; in all cases the letters are sent out under sealed 2-cent postage. Another member stated he circularized five times a year to about 1,500 people, and considered that it did more good than any other means tried. A personal letter appeals to the average recipient. Another member related how he used the letter system with a coupon attached, good for a certain amount if returned within a specified time; it had been productive of good results. A special saucepan for 10 cents was advertised one day and the store was crowded all the next day calling for the 10-cent pan. Wrapping paper advertising had in other instances shown good returns. Still other good means were fence and bridge signs scattered throughout the surrounding country. A hearty handshake is always appreciated, whether you meet the customer on the street or greet him in the store.

Someone asked, "Should there not be a credit rating for customers in small towns, similar to Dun's and Bradstreet's?" The answer was that it is a matter that might be of profit to those living in small towns, but doubtful if a secretary could be employed as in a larger town. It is a thing that should be followed by the merchants in some way that can be arranged among themselves.

"What is a fair arrangement to make a keen competitor in the matter of supplying and exchanging goods?" Perhaps a 25 per cent. basis. It all depends upon the friendly attitude between the dealers. One opinion was that it would be a question for the merchants in the town to settle among themselves.

The question, "What is the best way to sell wire cloth, by the foot, yard or pound?" elicited an animated discussion, but without much fruit. Someone thought it better to figure by the yard than by the square foot. Another suggested that as the manufacturers sold it by the pound, why not the retail dealers? To the question, "What is the proper way to treat catalogue house customers who ask for credit?" the answer was to treat every customer on absolutely the same basis. If they are worthy of credit, extend it to them; but if you have a little "C. O. D." check after their name in the blue book, get money in advance.

"What is the best method of keeping accounts?" Mr. Wyckoff stated: "In my judgment much depends upon the size of your stock, or accounts. We have adopted a card system. Our accounts run something between $1,200 and $1,300, and those accounts would become very bulky in a ledger. This system enables the bookkeeper to keep her accounts very easily, and can refer to any account very quickly, and we recommend it." Mr. Harris said: "We started out with the old system of bookkeeping, running a day-book, journal, cash book and ledger. We found it very cumbersome, and took up a great deal of time; we have discarded the books and adopted something like the card system mentioned by Mr. Wyckoff. We can recommend it very highly." It was the general opinion that a shorter method of keeping accounts was demanded by up-to-date merchants, who had any considerable number of accounts."

Governor and Mrs. Geo. L. Sheldon threw open the executive mansion for a reception to the members one evening, a courtesy which was much appreciated. The Governor also gave the members an address of welcome at the opening of the sessions. The Commercial Club and the Lincoln Hardwaremen entertained the members, and many ladies of Lincoln made it very pleasant for the visiting ladies.

KENTUCKY RETAIL HARDWARE CONVENTION

The annual convention of the Kentucky Retail Hardware and Stove Dealers' Association was held the 11th, 12th and 13th, at Louisville. President John W. Read, Hodgenville, presided.

New Officers

President—J. E. Grubbs, Winchester.

First Vice-President—Geo. A. Cubbage, Lietchfield.

Second Vice-President—B. J. Durham, Danville.

Secretary—J. M. Stone, Sturgis.

Treasurer—A. Steitler, Jr., Owensboro.

President J. W. Read in his annual address naturally referred to the financial conditions of the past year and said that it afforded him much pleasure to note that while it may have bent some of us, he was proud that it broke none of us. In common with other State presidents, he gave emphatic reference to the Parcels Post matter. In speaking of syndicate buying, he said:

I am opposed to this manner of buying, from the fact that it tends to kill or destroy the very parties we have been endeavoring to convince that we were the proper parties to distribute the merchandise of the country, instead of the catalogue houses. They are our friends, the jobbers. I know that a reduction in price or an extra discount for quantities is very tempting and often taken advantage of, but if this was carried out in all lines, the jobbers would be wiped out of existence and then we small dealers would be in the middle of a bad fix. Our interests are mutual. I do not

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know of any better comparison than a chain of three links: manufacturer, jobber, retailer, expresses my idea of our business relationship. You break the middle link and the chain becomes useless. When this is done we have business in a state of chaos, compelling the manufacturer, at a great expense, to sell direct to the retailer, and in many instances, compelling the small retailer to suspend business on account of not being able to compete with the large dealer. While I know that in some instances the inducement to buy from manufacturer direct is great, I hope that every member of this Kentucky Association will stick to the jobber and pass such temptations by on the other side, and remember our friends, the jobbers.

Secretary Jno. R. Sower, Frankfort, and Treasurer A. Steitler, Jr., Owensboro, presented their reports.

U. S. Shacklett, Fulton, spoke on the subject, "Two Prices—One Cash, One Credit." Mr. Shacklett said he had tried two prices with much success. One proposition he makes his customers, he said, is a five or ten per cent. discount on goods bought for cash, or a time price, for which he would require a thirty days' or sixty days' note with interest from date.

J. E. Grubbs, Winchester, answered the question, "Is It Best to Have Green Boys, and Break Them In, Or Hire Competent Men?" Mr. Grubbs said he thought the best plan is to have green boys and break them in to learn the trade according to the notion of the dealer. He said that while competent men know the business, he questioned whether they give sufficient attention to the customers.

Geo. A. Cubbage, Leitchfield, talked briefly on the subject, "Do 5c. and 10c. Counters Add to the Hardware Business?" Mr. Cubbage and other speakers questioned the profitableness of 5c. and 10c. counters in the Hardware stores, unless the store is located in a large town, where there is no competition from a 5c. and 10c. store.

W. J. Fisher, of Newport, talked about "What Is the Best System of Collecting Accounts?" J. S. Ogden, of Ashland, discussed in a very interesting way the "Best System of Collecting Claims Against Railroads for Damaged or Lost Merchandise."

"What is Your Experience in Selling Advertised Articles by the Manufacturer and Jobbers in General Periodicals?" J. Koenigstein, of Eminence, gave a short introductory talk. Then U. S. Shacklett, of Fulton, took up the subject and gave some good ideas along this line. M. L. Corey also discussed the subject briefly. W. H. Rubel, of Lebanon, spoke on the subject, "Your Experience in Meeting Unfair Competition." Mr. Rubel said there are two kinds of unfair competition, the catalogue houses and unscrupulous dealers.

M. L. Corey, of Argos, Ind., made an able address on "What the National Retail Hardware Association Is Doing for the Retailers." J. S. Ogden, Ashland, discussed in a brief, but interesting way, "Do You or Do You Not Favor Restricted or Resale Prices Adopted by Manufacturers to Control the Price at Which Their Goods Are Sold by the Retail Merchants?"

"Do You Guarantee Tools; If So, How Do You Make the Guarantee Good?"

Jos. C. Kirchdorfer, Louisville, read a paper on the subject, "Do You Guarantee Tools; If So, How Do You Make the Guarantee Good?" In part he said:

The causes directly and indirectly responsible for the destruction of a tool are many. Very often a claim is made by the user of the tool in question, without a just cause for complaint, at the same time the man is innocent of doing wrong, and when he has taken a stand, it is difficult to convince him otherwise. The result—The Hardware man replaces the tool. If not, the customer leaves the store dissatisfied, and looks for another store whereat to do his trading. It is well to remember that mechanics are subject to as many different temperaments as tools are liable to vary in temper. Unless you have worked in steel, it is hard to appreciate how easy it is for steel to become affected by the change of temperature, and other conditions. I have heard of a saw that has been used for several years and has met with a great many abuses, until one cold morning it was dropped from a scaffold, twelve feet above the ground, and broke into five or six pieces, this on account of the cold weather.

The word "Guarantee" is so often used by a salesman whose ability as a salesman is limited. He depends on the word Guarantee to make the sale. This very salesman would be the first to hide behind the shelves or the most convenient place, on the appearance of one of his customers returning with a defective tool.

The advantage taken by the customer of the word "Guarantee" has led to so much dissatisfaction to the manufacturers, jobbers and retailers that it is being abolished on many lines. The honest manufacturers making good tools are at all times willing to replace a tool that is actually defective. The jobbers, without question, will replace their high-grade brand of tools when defective. A higher standard could be reached, if the retailer and jobber would work together along these lines, stand up for the square deal, don't agree with your customer if you know he is wrong; explain to him that his request is unjust, if you think so. Don't give him a new tool just because you think you can force your manufacturer or jobber to replace same.

To prove to you how absurd some customers are, and how their imaginations work on them, I recall several instances where razors have been sold and returned as "no good." After

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instructing the customer to come back in a few days, saying that you will take it up with the manufacturer or jobber. In the meantime, have the razor honed and thereafter it was pronounced as the finest ever made.

The necessity for guaranteeing tools has been brought about partly by manufacturers of cheap tools, partly by the retail merchant in his endeavor to gain supremacy over his competitor. Between the two, the mechanic and the consumer became skeptical, first by buying the tools made by the cheap manufacturers, which turned out bad; secondly, by the great use of the word guarantee by the merchant. I believe in system and a policy in the retail store as much as the jobber and manufacturer does in the running of his establishment.

If we allow our customers to dictate to us as to the policy we should pursue in our business, we will soon land where so many do who listen to everybody's policy as to how we should run our business.

If I find it necessary to replace a tool for the reason that the customer's business has been profitable, although he is not entitled to it, in this case I do not think it just to return the tool to the jobber or manufacturer, but stand the loss myself, as it was given for the reason of retaining the customer's friendship and getting his future business, which will result in profit to my individual self.

When a customer asks you, "Do you guarantee this tool?" If it is a low grade, say without hesitation, "No, but here is a high-grade tool that we guarantee against a flaw in material, but we do not guarantee it against abuse." My advice would be use the word "guarantee" as little as possible.

H. M. Ousley, St. Louis, Mo., representing the Norvell-Shapleigh Hardware Co., gave his experience as a retail Hardware dealer.

Splendid suggestions were made by John W. Read in regard to firms ordering goods for customers to be sent to customers direct. He says that the firm selling the goods should send his tag to the jobber to be put on the shipment. It was decided to incorporate the Kentucky Retail Hardware and Stove Dealers' Association.

J. C. Frederick, Owensboro, gave a "Heart-to-Heart" talk to the members of this association, which was very much appreciated by every one.

CONNECTICUT HARDWARE ASSOCIATION

The annual convention of the Connecticut Hardware Association was held the 10th and 11th ult. at Meriden. President I. C. Treat, Hartford, presided. In his address, President Treat stated that association matters had been kept in such excellent condition that all that it was necessary for him to do was to keep the good ship headed to the wind. Several new members were added to the roster during the twelve months. He criticized the practice of some manufacturers in disposing of their seconds to second-hand dealers and others who are beyond the ranks of the legitimate retail Hardware trade. It was his view that this item rightfully belonged to the Hardware dealer, and suggested that manufacturers should be urged to put their seconds up at auction in some of the large New York auction houses, and thus give everybody an opportunity to obtain a share of them under fair conditions.

From the report of Secretary James De F. Phelps, Windsor Locks, it developed that the association has perhaps the largest percentage of members to total retail Hardware dealers in the State of any of the State associations.

Among the speakers were President F. Alexander Chandler, Boston, of the New England Association; A. H. Abbe, New Britain, who acted as representative of S. R. Miles, president of the National Retail Association; Secretary Chas. L. Underhill, Somerville, Mass, of the New England Association, and F. T. Terry, Ansonia.

The annual banquet was held the evening of the 11th.

New Officers

President—Eli C. Birdsey, Meriden.

First Vice-President—Frank T. Terry, Ansonia.

Second Vice-President—F. D. Jordan, Willimantic.

Recording Secretary—James De F. Phelps, Windsor Locks.

Financial Secretary—F. A. Farrar, South Manchester.

Treasurer—Herbert L. Mills, New Britain.

Directors—Lewis D. Crosby, New London; George Fuller, New Canaan; R. C. Lightbourn, New Haven; Chas. S. Templeton, Waterbury; D. N. Clark, Sheldon.

Are You Still Chore Boy?

Away back when you first started you simply had to be all things to all customers.

Then yours was a one-man business. As your business grew, have you grown with it?

Probably you have nodded your head in agreement many a time to the statement that the modern business problem is how to avoid waste.

But—is there any more costly form of waste than to use the time and energy of yourself for what could be done by a low priced clerk?

All through your store, seek the answer to the question—Am I paying more than I should for this particular class of work, either directly or because I do not provide lower priced help that would relieve other help for more valuable use elsewhere?

Think it over—are you still chore boy?

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WISCONSIN RETAIL HARDWARE CONVENTION

The twelfth annual convention of the Wisconsin Retail Hardware Convention was held the 5th, 6th and 7th ult., at Milwaukee.

New Officers

PRESIDENT—James Murphy, Racine.

VICE-PRESIDENT—Henry F. Krueger, Neenah.

SECRETARY-TREASURER—C. A. Peck, Berlin.

EXECUTIVE COMMITTEE (new members)—Charles Pflugradt, Milwaukee; G. B. Wensink, Plymouth.

President J. Kornely, Milwaukee, presided and in his annual address said that the past year had proven to be prosperous to the members, and that even if the present showed a slackening we should not lose ambition or courage. Try and get new business; when counter trade is dull go out for more business. More members should take out policies in the Mutual Insurance Co. This year a rebate of 50 per cent. is paid—a great saving to the policyholders, and at the same time leaving a safe reserve fund. He commended the Hardware trade publications for the good work done in their behalf. He pointed out some of the delays in the transportation of goods and something should be done to remedy the evil.

C. A. Peck, Berlin, was the first and has been the only one to hold the office of secretary of his state association. His wide experience and the commendable conduct of his office is evident by the present membership of over 645 names in good standing. Of the original 40 members, 25 are still active. During the past year there has been secured the abolition of signs of catalogue houses and others on freight cars that go over the state. The finances show a balance on hand of over $3,000.

Some addresses were made by M. H. Bennett, Chicago, representing the American Manufacturers Association, and C. H. Williams, Streator, Ill., vice-president of the National Association.

Business Methods

H. F. Krueger, Neenah, gave an address on "Business Methods," in the course of which he said:

I contend that the average merchant, not only Hardware men, but in every line of business, have methods that in a measure are slack, or, in other words, that there is a good amount of leakage—of just profit that gets away.

The best way that I can make my ideas known is to tell you the methods that we have adopted in our business. For the last five years we have been more diligent along those lines than previous. For instance, in that time we have incorporated our business—formed a stock company. Perhaps it might not be a convenient matter for many of you to incorporate, but if you don't incorporate, at least organize your business.

We have a board of directors who meet every two weeks. At those meetings we have a question box where all kinds of subjects are brought up. For instance, if you have a certain line of goods that does not move as it ought to, we talk the matter over and either put new life into it or discard it. If there is anything that we want to add to our line, we investigate and talk it over thoroughly at these meetings. Prices are talked over. For instance, when the coffee percolater came out, instead of each one taking a slip or anything of that kind, and studying it—as to what the coffee percolator would do, or what we were expected to do with it—we would ask one man to make a thorough study of it and give us a talk. We have stove talk, one meeting on a heating stove and another talk on a range and we call in our clerks and everybody from the stove-blacker up. We try to educate every man in each line.

REMODELING THE STORE.

Another thing that comes up under that head is remodeling the store, changing the arrangement. You can always do better if you talk these matters over behind closed doors, when you are not interrupted, when you can take the thing and start out and stick to it until you have threshed it out completely. The thing that I want to show you is the system of using blanks of different kinds. Most of you, when you buy of an agent, ask for a duplicate of the order. The result is that you will have order copies in your files from Diamond Joe size, about 3x5, up to the larger stove order blank, perhaps 10x15, and you cannot keep them in order on account of the variety of sizes and styles. We have adopted an order blank on this style: Every order that we give to any traveling man is put upon our order blank. If we order anything by mail, either from manufacturer or jobber, we use the same form. They are made in two colors. Form 1 is given over to the traveling man or sent to the wholesale house. We have room on this blank for the route of shipment, terms, salesman and everything complete.

We all have special orders. A man comes into your store to-morrow; he wants a fire pot for a stove; another man wants a special kind of a hammer. Order this article on this same order blank, just the same as any other and turn it over and put on the copy that you keep the man's name that the article is for, the number of articles, the price quoted him and so on. When your invoice comes, your invoice will always have the order number right upon it from any first class house. You can then find your order blank at the same time and see who that article is for.

MARKING THE GOODS.

The next thing that I want to call your attention to is the system of marking these goods after they are in the store. We have for years

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used what is called a spring-back cover like that used by the express companies to hold their sheets in. We use a good grade of manilla paper, and put in flyleaves into this binder in this order; make our price list out with typewriter and paste them in upon these sheets. In the front we have one page with an index, so that at a glance you can refer to your lists of bolts and screws and a hundred and one other things where you don't mark the article.

We find that the nailing of price cards around on the walls in different places in the store does not beautify the store any, so we adopted the price book. On any article like tagging a stove, we use a price card giving the name, number and description; you have two lines for sales, and then your cost and selling price. You can use that on any kind of an article that you need to mark. For smaller price cards we have found a metal-edged tag has been the most convenient, not very expensive and at the same time it will stay on the goods. There is nothing to a salesman that is more unpleasant than to find an article that you don't know the price of and find the tag torn off.

The next thing is the selling of goods. There is more money lost by the retailers in all lines through the country from goods that are sold and delivered and forgotten to be charged or forgotten to be collected for than we have any idea of. It doesn't matter who the man is, if he keeps close track of himself, he will find that sometimes he comes very near forgetting things. When a man comes to order anything —suppose a contractor comes in and says, "send five kegs of nails to so and so?" if they are to be charged to the contractor on account of John Smith, delivered to John Jones, ordered by his foreman, Johnson, if you please. We fill out this order and put it on a spindle. The head clerk takes that in due course and puts up the order, or the orders are put up. When he gets through with it there is no mark on it to show that it has been charged or paid. When he gets through with it he puts on his O. K. These slips go on to another spindle which goes into the office at night. By our slip we check up these orders at night, which makes a double check on whether these goods have been charged or paid for. The main thing when you take an order is to take it so you can pass it from one to another and it cannot get away from you. If you undertake to carry it here, one will get away from you once in a while.

Fire Insurance

Secretary C. A. Peck, in speaking about fire insurance, asked the members a few pertinent questions, which apply practically everywhere. He said:

How many know that any change of ownership without immediate notice to the company or its agent invalidates a policy?

How many know that a mortgage put upon property insured does the same thing?

How many know that if they are using a fire pot in which gasoline is used without a special permit therefor, cannot recover in case of loss?

How many know that the same is true in regard to other insurance without consent, to acetylene lights, to an excess of 25 lbs. of gunpowder—that the insured is required to furnish the proofs of loss, which is a very difficult matter in any case where annual inventories are not taken and a stock account of purchases and sales are kept; or if your policy is written at any other than the board rate, or if any manufacturing is allowed after 10 o'clock at night, or if alterations taking more than fifteen days' time are permitted without a special permit therefor, or if fireworks for a few days before the Fourth are allowed on the premises, or if all due means are not used by the insured to save his property in case of a fire?

This knocks out the oft-exploited idea "that it is insured, let the company take it," or in case of a loss if the insured shall fail to at once do all possible to save from further loss or injury any salvage there may be, that store fixtures or tinshop tools are not covered in a stock policy unless specifically mentioned.

These matters might any or all of them not be counted against you in case of an honest fire or loss, but in case there was any suspicion, real or fancied, your company could make an offer of any per cent. of loss suffered and if refused merely say, "Go ahead and sue," but your defense would be a very weak, broken straw to lean upon because these stipulations have all been accepted by you in accepting the policy. Your agent ought to have informed you of all this, but if he failed so to do after a loss it is too late to correct the error.

We have great reason to feel very proud of our record, and I doubt not we all do, but I have felt that there was too much carelessness in this matter for the good of the insured, and should very much dislike to attempt to settle a loss where I had to fall back on any of the above special provisions. The idea that a policy is not holding until paid for is all wrong; it is good from the time issued until expiration or cancellation. The latter you can do at any time by paying what is called short rates, and the company can cancel by giving five days' notice to you in writing, and returning pro rata the unearned premium.

L. Lindenberg, Dubuque, Ia., vice-president of the Iowa Hardware Mutual Insurance Association, spoke on the need, quality and quantity of fire insurance.

J. W. Jones, Racine, read a paper on "Trade Getting." One of the most important things is confidence. Well arranged show windows and store are essential. There should be one price for all. Have special cash sales; keep close

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tabs on all credit accounts; advertise, and attend to your own business.

J. M. Callahan, who is connected with the Chicago & Northwestern Railway Co., spoke about claims made on a railroad company. He said:

We find many claims are presented with nothing to substantiate the correctness of the claim. This necessitates the return of the claim to the claimant for further information or evidence, which means a delay in the settlement of the claim. If claimants would furnish the following papers and information, claims could be much more promptly investigated and adjusted:

First—A bill stating the amount of claim, date of shipment, and if known, the cause of the damage or loss.

Second—If claim is for the cost of repairs to the property which was damaged in transit, the bill of the person who made the repairs.

Third—If claim is for property which was shipped to be sold on commission or otherwise, and if any of the property reached destination and was sold, a copy of the account sales for such of the property as was disposed of.

Fourth—The original paid freight bill for the charges on the shipment.

Fifth—The original bill of lading for the shipment, if one were issued.

Sixth—The original invoice, or a certified copy of it, if the claim is for the value of merchandise lost or damaged in transit.

Seventh—Attach any correspondence which claimants may have with the other parties interested in the shipment, showing where and how the loss or damage occurred and its extent.

With the above papers and information at hand same should be transmitted to the railway agent, who will forward the papers to the general claim agent for adjustment. If the shipment came over more than one line, always attach tthe shipping ticket or bill of lading, as it will enable the delivering line to make settlement promptly and it will not be necessary to forward the papers to connecting line where the claim is beyond a question of dispute, but will be paid promptly and then passed to connecting lines.

He also spoke about the marking of freight, causes of delay on shipments, etc.

Keep Track of Goods by Name

We do not use any particular system in keeping track of our purchases, nor do we think the average retail buyer needs one, unless it is to mark in price book the name of the party the particular item was bought from, as we buy our entire line direct. We keep track by the name thus:

LANTERNS.

"Bergers" Apex.
"Bergers" Ideal.
"Bergers" No. 2 Storm.
"Bergers" R. R.

HANGERS—PARLOR DOOR.

"Richards" No. 113.
"Wilcox" No. 313.
"Wilcox" No. 315.
"Lanes" Regular.
"Prouty" No. 5.

TAYLOR HARDWARE CO.

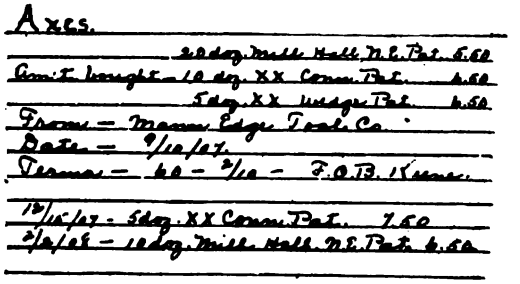
Approve the Sticker Plan

We have no system of keeping track of purchases. We usually mark on the front of each box the month and year in which we received the goods and put into stock. Goods bought in February, 1908, marked 2-8. Oftentimes this will enthuse us to "work off" a box that shows on its face to have been on our shelves a long time. We mark the cost and selling price on the top of each box with soft carbon pencils. We like your plan of using stickers and may adopt it.

H. C. WATERS & Co.

Use Card Index System

We use the card index system entirely for keeping a record of our prices and of goods purchased, the same as the card enclosed. In this we keep a record of the amount of goods bought throughout the season, which we find a great help in ordering our next season's supply. As the writer does all the buying, I generally fill out the card at the time the goods are ordered, and if the order is not filled complete, I make a note of same on the card. In putting away the shelf Hardware the clerks put the prices on the right-hand side of the drawer, also the date and the name of the firm from whom the goods are purchased. This all takes a little time, but we think it pays, as by referring to our cards we can tell at once how many goods were bought during the season, and by referring to our present stock can tell very near what we will be able to use the next season. There may be a better system of keeping track of goods purchased, but this is our way, and we shall continue this same way until we learn of a better.



PURCHASE CARD USED BY PEARSON BROS.

R. L. TURNER,
Pearson Bros.

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WEST VIRGINIA HARDWARE CONVENTION

The annual convention of the West Virginia Retail Hardware Association was held at Elkins the 18th, 19th and 20th ult. There was a good attendance and great interest was manifested.

New Officers

President—T. B. Frye, Keyser.

First Vice-President—W. A. Vance, Clarksburg.

Second Vice-President—Bob Smith, Ronceverte.

Secretary-Treasurer—Leslie Hawker, Shinnston.

Executive Committee—F. R. Clelland, Fairmont; A. J. Hess, Mannington; J. M. Walker, Wellsburg, and President Frye and Secretary Hawker, ex-officio.

MERCHANTS' RELATIONS WITH EACH OTHER.

President C. D. Kyles, Wellsburg, made an address on the "Merchants' Relations with Each Other." We make a few excerpts:

We take it for granted that you and the other dealers of your town are all on good terms; that each of you want to make better merchants of yourselves and a better town for all of you. However, if we are mistaken, if this condition does not exist at your town, if neither of you are doing your duty, if you are having trouble with your competitors, you without cost can help the matter very greatly by looking into the mirror of justice. Quietly sit down and look yourself squarely in the face and ask yourself the question, "Have you done everything possible to make bad matters better?" Make a note of every item you think of in the past six months that you have done that you should not have done; examine the records and see if you have neglected an opportunity to do your full duty toward your competitors. We would like to suggest a few things for you to do and not to do, if you would better existing conditions and have easier sailing. Some of these few things we would like to emphasize: Get better acquainted with one another. Be friendly, social, courteous, compromising and business like. Visit occasionally and talk to one another, for in this great good can be accomplished in many ways.

BUYING TOGETHER.

Many times, even in small local shipments, you can buy together, even different brands, and save half the freight, and especially so when you make car lots from the same city. When you are temporarily out of some certain article, talk with one another, but be careful and don't let this become burdensome. If your competitor stocks some certain line that you do not carry at all, use your efforts to help him sell it. When your customer calls for such goods tell him where he can find them, and hold the trade in your town.

Get the association idea, each of you using your combined efforts in the same direction and for the same ends, and you can and will accomplish many things, whereas as an individual it will be an utter impossibility. If, for any reason, you have a grievance, don't lose a meal or have a nightmare about it, but go like a man to the offender in a gentlemanly, businesslike way and coolly and deliberately tell him so, and after a little explanation on the part of both of you you will be better friends, and no doubt have a satisfactory adjustment. Never join your customer in speaking ill or finding fault with another dealer. You will have your hands full keeping the same fellow from talking of you in the same manner; change the conversation. Do not do or say things in public that are calculated to antagonize. Do not say things about other dealers that you would not have them hear, for they will hear it, and the story will have grown by the time it gets to them.

Do not write your advertisement in a way calculated to throw slurs at some certain dealer, for such is a waste of money, and oftentimes the other fellow gets the benefit. Don't talk evasively or in a half-promising way to a traveling salesman, to keep him from seeing another dealer; if you cannot handle the proposition let the other fellow have it. Don't be overanxious to get the other fellow's customers; sometimes he has some that he wants you to have, and, besides, there are some in your territory that neither of you have; the catalogue houses and other houses have them. Use your efforts in their direction. Don't decry the defects or faults of other dealers or their wares to a customer; talk only the merits, the points of advantage, mechanical construction, ease of operation, of your own goods, and you will be busy. Don't pry into another dealer's affairs through a traveling salesman, as he is a friend of both of you. Don't bother or talk about the other fellow's unwise credit sales and ultimate losses, but make fewer mistakes yourself.

Don't try to buy the same brands of goods your competitor has in order to have the same things at a little less price; get something different and better, if possible, that will bring as good profit and will give you business individuality. Don't always try to see if you can sell for a little less than the other fellow, but get as good a price, at least, and your profits will look better at the end of the year.

Don't try to make it appear that you are a little bit the bigger merchant by placing larger orders than the other fellow, because the bills are harder to pay.

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Secretary Hawker's Report

In Secretary Leslie Hawker's report he said that the association is assisting in creating a better feeling between the local merchants in each locality where they are members and thereby enabling them to secure better profits on staples, such as nails and heavy goods, which they have heretofore been selling at little or no profit. It assists in cultivating and developing an appreciation of competitors and thereby making friends instead of enemies. The greatest menace that confronts the retailer in most localities is the practice of many of the local jobbers selling general stores, grocery stores or to consumers direct. Many of these jobbers are refused membership in the National Jobbers' Association, yet they secure jobbers' prices on a great many articles which the retailers cannot do, thus giving him an advantage, which many of them use to the detriment of legitimate retail merchants. If such sales were confined to goods that were to be resold it would be a different proposition, but many times the goods pass from the jobber direct to the consumer and are billed to some one in business but not handled by him at all and little if any profit is added, thus placing the wholesale price in the hands of the consumer. This happens many times when the jobber has full knowledge of the affair. It is a serious question and one that should be carefully considered. During the past year more members have taken out policies in the Hardware mutual insurance companies. Although the membership is not large and never can be, owing to territorial limitations, there has been an increase of 44 per cent. during the past year.

Address by C. S. Davis

C. S. Davis, Oakland, Md., in his address referred to the business vicissitudes of the past year. Business methods, plans and schemes were worked to such an extent from the small dealer to the largest manufacturer that one would naturally suppose we had all but reached our limit, when the year came to its close no one was surprised at the financial condition and almost seemingly ruinous outlook for the country. But the dark clouds have passed away and we meet here to-day to encourage and advise with each other as Hardware men along business lines, not of the past but of the future. It is an old saying, "That in union there is strength." For this reason, if no other, our plan of meeting together once a year to exchange our ideas, discuss difficulties, plan and outline the best business methods for another year should stimulate each one of us to render such assistance and contribute our mite to the association, that the best business methods known to the Hardware trade may be adopted by its members and build up an organization throughout the State whose influence will be felt, not only by the members of the association, but by the Hardware trade in general.

Have we during the past year put forth our best effort to push the various lines we are handling to their fullest extent?

Have we tried to improve our methods and plans of doing business?

Did each of us adopt some new plans that would bring our store to greater prominence?

Are you a subscriber to the leading Hardware journal, studying, and reading the experience of others? Have you advertised in some way that would reach trade direct?

What did you do along this line to offset catalogue buying and keep the trade at home?

These are questions of vital importance. If you have not put forth the effort you should and the trade and your success has not been what it should have been, who is at fault? Let us improve year by year, let us plan for the top of the ladder instead of the bottom, aim high, ever remembering, those that aim at nothing, amount to nothing. Experience is the best teacher.

It has been but a few years since the small dealer has been brought into general notice outside of the vicinity in which he lives. Manufacturers and jobbers were looked upon as giants in the business, and that it was useless for the small dealer to dictate or advise as to how goods should be made and sold, but experience, education and knowledge of how to sell and operate the various lines of goods by the dealer, who received his knowledge from the jobber and manufacturer, has educated the public to such an extent that they are to-day, as never before, advising, in fact, dictating as to the various requirements, improvements, expense and methods needed in placing goods on the market, so that now the manufacturer cannot place his goods in the hands of the consumer as easily as heretofore. This brought about an entirely different method of doing business, causing many of the small manufacturers and catalogue houses, and some would-be jobbers, to sell direct to the consumer. But we as Hardware men have come to the front and bearded the lion in his den, raised our voices against the manufacturer, jobber and catalogue house, selling to the consumer to such an extent that our influence is being felt, not only by those in the vicinity in which we are living, but by the trade at large. Let us then take courage, be hopeful and determined to stand up and fight for our rights. How can we do this? By adopting the best business methods known to the Hardware trade, reading, studying, writing and advertising after the experience of others, and pushing, working and planning for yourself, and last, but not least, a determination to succeed. With such resolutions mountains will crumble, catalogue houses will wane, customers will quit sending away for goods, your store will be

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the store that is sought for in the community and the Hardware business will be on a higher plane through our country than heretofore, not only in a business way, but in influence.

THE HARDWARE MERCHANT.

No man is needed more in any community than the Hardware merchant. His life, his work, his influence and his necessity are found on every hand. He is like a doctor whom you can be very independent with until you get sick, but when you need him, need him badly. The variety in Hardware lines is so great that the housewife is in need of something almost every day that is found only at the Hardware store, such as is used throughout the house from kitchen to attic.

If you have been discouraged and felt at times like quitting the Hardware business, take courage, improve your methods, seek the best plans used by others and if not suited to your trade, study the situations and plans until you can adjust them to your requirements.

W. P. Bogardus, Mt. Vernon, O., prepared an interesting and instructive paper on "Systematic Business Methods," which will appear in a later issue:

Address of Morris B. Belknap

Morris B. Belknap, president of the Belknap Hardware & Mfg. Co., Louisville, Ky., made an interesting address to the members. He called attention to the increased expenses incurred in the treatment of claims due to the way in which they were often presented. A reduction of this expense would be effected if the claimant would supply the seller with the following information: Date of invoice, item, amount involved, nature of claim, error and responsibility, proposed disposition and settlement. Inasmuch as these points are applicable to the claims made in any branch of business, there is good reason to urge upon the merchants to adopt a regular form of claim sheet with proper space left for each one of these questions. This would suggest to the buyer the necessity for filling them all in, and giving the seller the necessary information that he wants for the adjustment of the claim. "There should be as much uniformity observed in writing out a claim as in writing a check," said Mr. Belknap. The speaker then reviewed the great difficulty which any adjuster experiences in answering some dozen or two assorted letters in regard to claims and saying the right thing to each correspondent, and urged that all claims should be made with a cool, dispassionate statement of the facts and free from any display of temper, which so often jeopardizes a valuable business connection.

In regard to the losses in transit, the speaker elaborated this subject as follows: "I now come to perhaps the most complicated of all claims, and one requiring the co-operation of the buyer and the seller. I refer to the losses in transit, which in the past few years have undoubtedly been very large. Some of these the jobbers have been responsible for. The added cost of packing has induced us to economize in the matter of boxes possibly to an unwise extent, and the strength of the package has not been sufficient to deliver the contents to the consignee in first class order. But there is not a well-ordered house in the country that has not this subject seriously under consideration.

"Then this brings us to the subject of goods that are abstracted in transit. So expert have become the thieves in opening boxes and extracting therefrom whatever they can lay their hands on, that it is very difficult for a merchant upon receipt to convince himself that the goods were not left out at point of shipment. A good deal of this work is evidently done by men who are expert packers and know how to replace the straw and excelsior in the boxes which they have opened so as not to excite suspicion. When the goods arrive at destination perhaps a cleat nailed across the corner may be the only thing to suggest that the box may have been tampered with. As many houses when they find they have packed goods in a weak box adopt this method of reinforcing it, it is not improbable the customer would think it is in its original shape. The use of coated nails, soldered bands and other protective measures, while all good in their way, do not completely secure them, and there needs to grow up in the business community a determination to prosecute to the limit of the law any men that are captured in the nefarious practice referred to. A small assessment on various associations of the mercantile world to prosecute and land in the penitentiary railroad thieves would be a good investment. It is very difficult to induce the buyer to believe that, in spite of the checks and counterchecks, the extracted goods have been actually put in the box, and, of course, the seller from his knowledge of the way goods are very often unpacked at destination, realizes that the chances for abstraction there are not at the minimum. Often he has seen a clerk in a country store start to unpack a box. He has no sooner ripped off the top and removed the packing material than a customer comes in calling him perhaps to go down into the cellar or out into a warehouse to get some trifling article. During all that time the box lies subject to the depredation of whoever can lay his hands on any of the contents. This picture comes up before the adjuster as he reads the letter which hints in no unmistakable terms to him that the house must have some very dishonest men in its employ. Certain developments have proved beyond a question that the amount of thievery in transit has been far in excess of what we conceived. Train crews have been known to stop whole freight trains in deserted parts of the country, and to some farm house in the neighborhood carried off the contents of

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cases that they have opened as the train approached the robbers' den. We shudder to think of all the claims that have been based upon such proceedings. There is but one adequate remedy, and that is the severest sort of punishment."

The speaker next called attention to the class of claims arising from an effort on the part of buyer and seller to get together on a line of goods, so as to have them sell at a certain price, and in doing so sacrificing the quality beyond what is justifiable.

Undoubtedly much material furnished to the trade proves unsatisfactory and forms the basis of a claim, where the seller finds out his mistake. There should be really in this class of cases no claim, for the matter was fully understood between buyer and seller, and yet such transactions are frequently the source of some of the most bitterly fought claims. Mr. Belknap summed up the results of his talk as follows:

First—That claims are a dead expense to both buyer and seller.

Second—That the expense is reduced to a minimum when both parties render each other all possible information that will tend toward fair and quick adjustment.

Third—That there is a class of claims requiring the co-operation of both parties with a view of putting a stop to their causes.

Fourth—Uniformity in writing claims is of great importance.

Fifth—Claims should be so filed both by buyer and seller that each can see at a glance if the number arising from their mutual transaction is unduly large. Where such is the case, the added expense should be a controlling factor in the continuance of business relations.

The Question Box proved a popular feature, the majority of the questions being answered by Mr. W. P. Bogardus, Mt. Vernon, Ohio.

To the question, On what basis do you figure per cent. of profit—on cost or selling price? The answer was on selling price always. The next question was: Where is the best place for your office in the store? The reply was that if you are acting as a salesman, or your own bookkeeper, the best place is in the front of the store; if you have a bookkeeper, the best place is in the rear, or on a slightly elevated platform.

How can a retail man compete with the small jobber who pretends to sell to the consumer at jobbers' or wholesale price? The answer was to find out, if possible, where he buys his goods and then do what you can to put him where he belongs—in the retail list. He is not entitled to be a jobber.

Can combination buying be done successfully and save money? The answer was that syndicate or combination buying seems to be a success with the buyer, but I have yet to learn of any long continued experience among the retailers that has proven a very great success. Among other disadvantages, it encourages overbuying.

If a jobber substitutes goods, should you return them or write him? The answer: It is generally poor policy to substitute, but never return goods substituted until you write the shipper. Notify him that his goods are there subject to his order. If a jobber substitutes goods, he should write a letter of explanation, stating why this was done.

James F. Ball, Barrett, Pa., spoke on the attitude towards a salesman and "A Salesman's Attitude Toward a Buyer."

C. A. Gill, Columbus, O., gave his views on "How the Hardwareman Can Increase the Sale of Mixed Paint." He said: "Talk up your goods; any standard brand of mixed paints will give as good results as any other line of merchandise, if given the same push and energy. The paint business will pay the dealer 25 to 50 per cent. on his investment if he gives it the proper time and attention. Make good use of your advertising; in other words, advertise judiciously, do not put it in the back shed, cellar or burn it up. What are your show windows for? Splendid displays can be made with paint. The various journals devoted to our business are full of good suggestions. The salesman who calls at your place can give you many suggestions in selling your paint. The drummer is usually a sympathetic gentleman and he is up-to-date on color combinations and generally an excellent judge of men; get a list of the prospective customers and take the traveling man with you to help work them up; you will find the experiment a good one. There is not one dealer here handling paint who cannot sell any color he has in stock if he applies the right methods."

Resolutions were passed recommending that jobbers shall, as soon as possible, eliminate from their customers all but regular Hardware dealers, and that they refrain from entering into or maintaining retail Hardware stores. The giving of premiums of standard articles with soap, etc., was discouraged and manufacturers are appealed to for their co-operation to lessen same, as it is considered a detriment to the retail Hardware trade. Parcels post measures met with suitable condemnation.

The sessions were very enthusiastic and good feeling prevailed. Charleston was chosen as the place for the next annual meeting.

R. H. Davis & Co., Bristow, Va., use as an advertising novelty a colored paster on which is mounted a yearly calendar. It can be stuck in the top of one's hat, on a desk, wall, or wherever convenient. Brief announcement of the lines of goods carried, with the name and address of the concern are spread around the face of paster. It's good advertising.

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IOWA RETAIL HARDWARE CONVENTION

The tenth annual convention of the Iowa Retail Hardware Association was held the 18th, 19th, 20th and 21st ult., at Cedar Rapids. President P. C. De Vol, Council Bluffs, presided. Mayor Geo. S. Lightner made the address of welcome, the President responding.

NEW OFFICERS.

President—P. C. DeVol, Council Bluffs.
Vice-President—J. F. Doty, West Liberty.
Secretary—A. R. Sale, Mason City.

Board of Directors—A. C. Barbour, Fort Madison; J. F. Doty, West Liberty; Thos. Larson, Eldora; J. J. Sobelik, Cresco; L. C. Abbott, Marshalltown; Geo. Haw, Jr., Ottumwa; C. T. Gadd, Des Moines; F. P. Bolinger, Afton; P. C. DeVol, Council Bluffs; H. S. Vincent, Fort Dodge; C. E. Haas, LeMars.

Executive Board—P. C. DeVol, Council Bluffs; L. C. Abbot, Marshalltown; H. S. Vincent, Fort Dodge.

President P. C. De Vol's Address

President P. C. De Vol, Council Bluffs, in his annual address, gave a brief history of the formation of the organization, and of its growth. At the present time it has a membership of close to 1,000 dealers, out of a total in the State of 1,600, which is admittedly a good representation of the Hardware trade of the State. Due attention was given the catalogue house and parcels post matters. Whenever members are called upon to undertake any work to defeat or check the growth of either or both, there should be a quick and hearty response.

The speaker in reviewing the work of the past year mentioned the fact that it was one of the most active years ever had in association work, and the retail Hardware merchants are to-day the best organized and more powerful than any other trade organization. We have accomplished more and done more good for the retail trade of the country than any other class of men have accomplished, and why is this? Because we have conducted our association affairs in a careful and conservative manner, doing all things in a business-like way, using our best judgment and making very few mistakes and the consequences are that we have been growing in strength until to-day we are looked to and considered the leaders in all matters of legislation that is for the interest of the retail trade of the country. I would suggest that it will be to our advantage as retail merchants of the country to go into politics more than we have in the past. If we will interest ourselves in this direction we can do more good for the retail trade of the country than by any other method. Make yourselves known and use your influence in political matters, and when the time comes when you want legislation in some matter that will be of interest to the retail trade of the country, you will be in line to act and get what we want, and need to better our conditions. The work will be much easier than it is where you show an indifference toward politics, and do not take the interest you should in them. Do not get the habit of interesting yourself so closely in your business that you do not know what the rest of the world is doing. It will do you good to get out of your own business life occasionally and see what is going on outside of the store. The insurance feature has been of the greatest assistance to us in obtaining new members and retaining those we have.

Secretary-Treasurer A. R. Sale's Report

A. R. Sale, Mason City, Secretary-Treasurer, in his report gave many interesting items. As showing how thoroughly organized the work has become, he said that modern business is now so complicated and many-sided that it behooves every wide-awake merchant, not only to keep an eye on his tinner in the shop, but the tinkers in the committee rooms down at Washington. This he does through his organization. A postal card to his State Secretary, a wire to the National Secretary, and the whole machine is alive and in action. Reversing the operation, the association ear at Washington catches the information of vital interest to the members; the wire reaches the National Secretary and in twenty-four hours the State secretaries are lining up the membership for action. How necessary this machinery is can readily be understood by a study of the recent campaign on the proposed parcels post legislation.

The importance of Hardware associations is conceded, and yet there are many dealers who are "still on the fence." Their membership is desired and influence needed to assist in promoting the association work. The individual dealer is getting more helpless every year. Only through concentration of efforts in associations will results be attained. The retail trade conflict will be settled in favor of the strongest and best organization. The purchasing public are practically indifferent as to who wins in this contest.

It resolves itself after all into a question of dollars and cents. Upon this basis must the contest be settled. When properly organized, the retail interests of the nation are sufficiently powerful in financial and political means to sweep away all combinations made against them. The field that the local retail tradesmen occupy is naturally and logically theirs. When they have been thoroughly aroused and have learned the lesson taught them by the forces opposing them, they will again assert their supremacy, as the natural distributers of the

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goods and wares to the great purchasing public. By proper organization they can demonstrate that their purchasing and distributing power is superior to any and all other means. They can show by price, quality, readiness of access, liberal terms of sale, that they are worthy of the public patronage.

With the proper concentration of effort, and the combined power of their influence, they can easily dominate in all reasonable legislation, and dictate to the manufacturing districts, and jobbing centers. Their failure to do so arises from a lethargy induced from a feeling that the problem is too great to solve, or from a lack of clear appreciation of the real nature of the problem, and the lack of adequate organization.

The day is fast passing away when the local merchant can raise a quibble about the work of his association. It is just as necessary as the roof on his store building, or the light from his windows. The question about his membership fee should not be "Is it too much?" but "Is it enough to make the work of the association effective?" He should not complain about attending the annual meeting, but find out if a semi-annual meeting or even a quarterly meeting would not be better. If the association is not doing its work as it should be done, he should get down there and stay by them until it is doing the thing that it must do and that it alone can do.

Organization and close, intelligent co-operation are just as essential as capital and credit, because we are opposed by just those elements. Many of our best enthusiastic association people are yet only dreaming of the scope of association influence and its importance as a factor in determining a successful solution of the many problems now confronting the local retail merchant. The association to many members now means a hazy something that asks him for a pittance once a year, and whose officers he can hardly call by name. The day is fast approaching when he will know its officers better than he now does his favorite jobber, when he will be in daily touch with its offices and look to its advice with more respect than he does that of his senior partner. The organization will then not only be a benefit, but will be the foundation upon which his business structure will be built.

The secretary referred to the flattering condition of the Iowa Hardware Mutual Insurance Association and asked that all members take out policies. The larger the number of policyholders the less pro rata cost to each for his premiums.

Vice-President L. Lindenberg, Dubuque, of the National Retail Hardware Association, made an address on the advantages of taking out fire insurance in the Hardware Mutuals. The necessity of insurance is obvious, the quality, safety and cost was quickly and thoroughly demonstrated. The rebate on premiums for this year in the Iowa company is 40 per cent.

National President S. R. Miles, Mason City, Ia., addressed the members. His remarks were largely confined to the Parcels Post subject. In referring to the Joint Committee on Catalogue Houses, the speaker said that while their work has not been prominent, yet the developments of the next few months would show that they have been very busy.

H. J. Fueller, Philadelphia, Pa., in his address said, in speaking of competition, that the laws of competition are as inexorable as the laws of nature. By careful study and co-operation certain harmful features of competition may be eliminated, and an organization perfected for promoting interest, but competition can never be wholly absent. Unduly high selling prices destroy profits as much as unduly low selling prices. It is an error to compute profits on sales. It costs less than 20 per cent. to sell some goods and more than 20 per cent. to sell others. Mr. Fueller suggested that the Hardware men devote more attention to the collection feature of the business. He should classify and analyze his goods into those that he turns over in four, in six months, etc. Ranges, heating stoves, paints, wall paper, fire arms and ammunition, etc., should each have the percentage of expense apportioned to it that it should rightly bear. The total apportionment should equal his entire expenses for each year. He should open an account with each separate group of merchandise and know where each class of goods stands as a profit-earner.

W. S. Wright, Omaha, Neb., president of the National Hardware Association, was present and made a few remarks.

Charles W. Burrows, Cleveland, Ohio, delivered an address on the "Parcels Post." He went into considerable detail in showing how the postal deficit was created. Examples were given of how the parcels post worked in England, where there is a short haul. Notwithstanding the much more limited area, there had been a deficit running into the millions. What it would be if the system were but once inaugurated could only be conjectured.

The Business Man in Politics

F. F. Jones, Villisca, made an address on "The Business Man in Politics." The speaker contended that while politics is a bad thing for the average business man, that the business man in politics is a very good thing for the politics. Level-headed men are necessary and the Hardware trade has an abundance in its ranks. The members were urged to take a more active part in politics to the end that they be improved and that a higher class of men be put in office to make and execute the laws.

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R. E. Saberson, Sioux City, Ia., president of the Berkley System, spoke on "Effective Advertising." His address will appear in a later issue.

"How to Conduct a Hardware Store in a Country Town"

Geo. A. Bieber, Fort Atkinson, read a paper on "How to Conduct a Country Hardware Store." In part, it follows:

We began eighteen years ago to try the experiment and are still at work, trying to improve our system, for it does not suit us in all particulars yet.

In carrying on our work, we aim to clean up our stock and begin our annual invoice on January 2, each year. The winter months are busy with shop work, preparing for the summer months. We make a constant study of our customers' wants for the future, and then when we have discovered them, keep right after them until they have been supplied. We study the markets closely, and all the various methods of buying goods, giving especial attention to combination buying of heavy goods in carload lots, getting best freights and lowest discounts in this way.

We pay cash for all purchases, for we find it cheaper to borrow money of the bank and take our cash discounts than to pay the long price for time. The man with the cash always finds the bottom market price. One side line that we find makes good money for the country Hardware man is scrap-iron, rags and metals. This feature of our business gives handsome returns for the money invested. We find in selling the general stock, it is a good plan to make a special drive on some particular thing and keep everlastingly at it on our leader. We boost stoves from August 15 to December 1. Every month and season has its goods for these special efforts.

We find it pays to go out among our farmer friends and have a quiet, friendly chat with them, especially when you find he needs something that runs into money. We don't try to push a sale then, but talk matters over about the crops, his farm and live stock—when he will soon thaw out and broach the subject himself. This gives us our opportunity to present our views on what he wants. We tell him then, "When you get ready to buy, come in and see us." This course hardly ever fails to bring him to your place for his goods. He reasons that the other fellows don't care enough about his trade to call on him about it.

HANDLING CREDITS.

In handling our credits, which are a necessary part of a country Hardware store, we send out statements about January 15, and ask for settlement by cash or note. This meets with a quick response, and everything is closed up for a new start. These people who are always talking about a cash business do not know much about country trade. It is not necessary to lose many accounts. We have not charged off $300 in eighteen years of business. This you will see is a very small percentage when you consider that every January finds three to five thousand dollars outstanding. We usually cut that amount down to six or eight hundred by March 1, and we close them all up by October 1.

Salesmanship

N. A. Gladding, of E. C. Atkins & Co., Indianapolis, Ind., gave an interesting address on "Salesmanship." In speaking of the qualities a salesman should possess, he said:

"He should have a love for his work. A man who shirks or who is careless or indifferent cannot expect to amount to much. Earnestness and enthusiasm are very essential. He should have confidence in, coupled with a high regard for, his employers; fully acquainted and in sympathy with all of their policies. A man is doing himself and his firm an injustice if he remains in their employ when he is continually criticising their methods or when he does not agree with their policy. I do not mean by this that he should not make suggestions. The employer or salesmanager should always welcome and invite suggestions and in that way help to develop the best, etc. He should make a special study of all the goods he is trying to sell, thereby having a theoretical, if not a practical, knowledge of the purposes for which they are made.

"He should learn thoroughly all of the important talking points as to the quality of the article presented, and then be able to properly impart such information in a convincing manner to the customer.

"Courage is a very important qualification in a salesman. The courage born of confidence in the merits of his goods and of his house, and which can give him 'backbone' to stand up for the proper prices against the shrewdness of the buyer. He should also try to know the comparative specifications and qualities of his goods with those of his competitors, so as not to be caught up on any of these points.

Business in a Jobbing House

B. H. Gordon, secretary of the Norvell-Shapleigh Hardware Co., of St. Louis, gave an interesting talk on how business was done in a wholesale Hardware house. He said:

"In a wholesale Hardware house the first thing is the organization of directors of the company, which are elected by the stockholders; the directors then elect their officers: president, vice-president, secretary, treasurer, etc., and outside of the president and treasurer their duties are not necessarily what the name would seem to indicate. Usually the president is the head of the company, and manages the entire business. Sometimes other business requires his more active attention, and that is

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left to the vice-president. The treasurer handles the financial end and the vice-president and secretary the sales department. It is all divided into departments, and each department reports to the head the business. Briefly the business is divided into three departments—buying, selling and accounting. Having had some experience in all three of these departments, I begin with the buying first, because you have got to buy the goods before you can sell them. There are three simple principles in the buying department. These three principles might apply to a retailer's store: First, to have the goods when you want them; have the rubber hose in the summer time and stoves in the fall. Second, not to have the goods when you do not want them, and do not have any screen doors in the winter time and ice cream freezers when the snow is on the ground. The third thing is the price. The jobber never thinks of the price. The manufacturer fixes the price, and all he has to do is to keep his expenses down, and have a little left for the good of the cause. The selling department is usually given more attention in any institution, because it requires a larger force. It requires the handling of men at great distances, as usually to be done by a correspondence, because unfortunately in the large volume of business done to-day, it is impossible to come in personal contact with a large number of customers, and it all must be done through a third party, a salesman. Therefore especial attention also should be given to the selection and handling of the salesmen.

The name of accounting and financial department explains itself; it is equally as important and necessary, but a department the retailer seldom comes in contact with. It may be interesting to know how a Hardware order is handled. First sold by the salesman it is copied into departments, each department has a sheet, one kind of goods on one sheet, another on another, and so on all through the departments. The mail arrives at six o'clock in the morning. When you take into consideration these young men coming on the street car from three to six miles in the morning, you can make up your mind that they have to get up pretty early. The mail is opened, orders registered, given a number, then credit approved. Two credit men begin passing on an average of 800 to 1,000 a day, and when you take into consideration this number between seven o'clock in the morning and 1.30 in the afternoon, you will know they have to be pretty familiar with the names, and the credit losses are so small as to be almost unworthy of consideration, and in some large institutions I have known the credit losses on the total business to be less than one-tenth of one per cent. of the sales of that institution. It certainly reflects great credit on the men who handle the credit. Then these various sheets are divided up into various departments. The clerk who holds the main sheet on the assembly floor is held responsible. The other sheets are sent to the other departments, and the goods gotten out to the shipping room. The sheets are collected, goods sent to the elevator, the shipping clerk makes out a railroad bill of lading, and the goods are taken to the wagon, loaded and delivered to the depot. In this way 1,000 to 1,500 orders can be handled in the Hardware house, whereas, in the old system, one man taking one order and going through the house, they could not handle one-half that many. Then they are taken to the pricing house and extensions made; then to the billing department, which consists of from seventy-five to one hundred girls, and invoices are copied on the typewriter. The carbon copy of the invoice goes to the bookkeeping department and the amount is entered on the journal and then it is posted into the ledger, then to the auditing department, and the profit on each individual item figured and each bill footed.

BUYING GOODS OUTSIDE THE HOUSE.

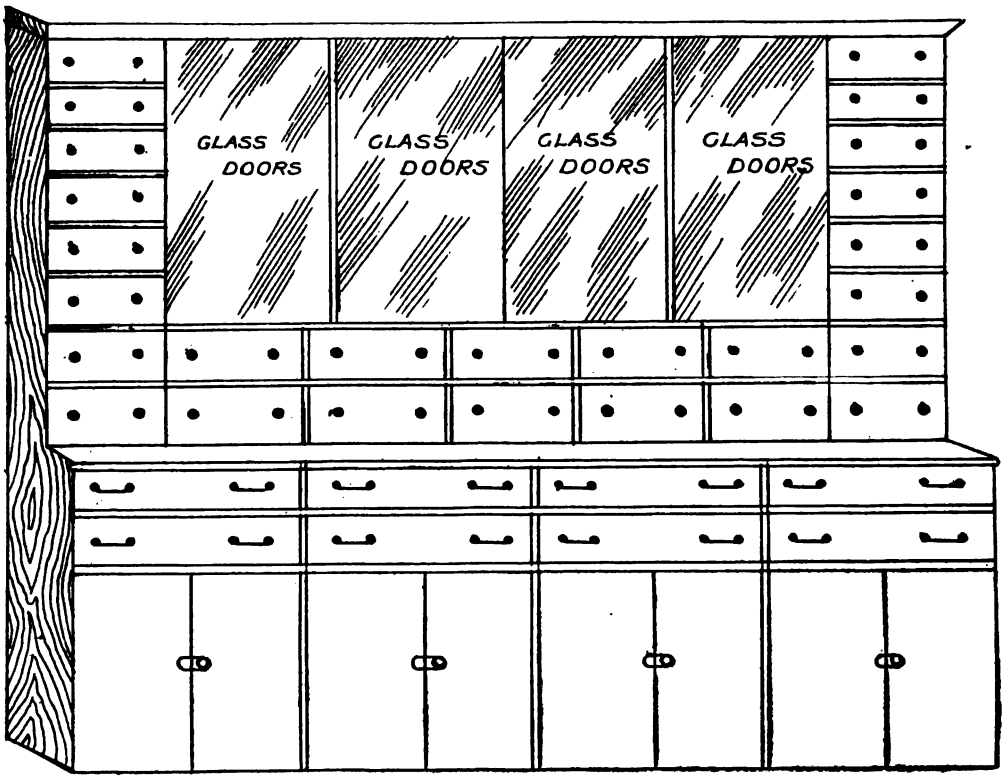
"One thing I want to speak about, and that is the question of 'bought out' goods. That is the question of greatest annoyance to you, and still greater to the jobber that you buy goods from. We never get credit of buying out any goods. We keep six wagons, costing us $25 a month to keep the wagon, $40 a month to drive it, $60 for a man to ride on it. Large houses keep from six to ten of these wagons at $125 a month, to buy out the goods they happen to be short of or goods that are not in their line of business that you ask them to supply, and we are glad to accommodate you, but when we write back to you that the goods are not to be had in the city, for goodness' sake give us credit for being honest and telling the truth once. The same reason that makes us out of goods more than likely makes our competitors out of goods. Why are jobbers out of goods? Because the factories are unable to supply promptly on account of strikes, or something of that sort, or an unusual demand, so when one house is out of goods another is liable to be. So give us credit. We do not pretend to know about the value of other goods. We go out and buy them to the best of our ability, but our buyers cannot know the value of all goods, and sometimes we pay too much money for them, and there is a claim of dissatisfaction. If you want outside goods that are not handled by the house you are buying from, place the order with the house that handles those goods, and have them delivered to our house or the house you are buying from to be packed with ours. W. H. Stepanek read a paper on "Business Methods in a Hardware Store," which will appear in a later issue.

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HARDWARE STORE EQUIPMENT

Convenient Nail Cases—Home Made Screw and Bolt Drawers—Double-Decked Tables—Wire Screen Cloth Rack—Handy Tool Case, Etc.

The More Fixtures, the Easier to Sell Goods. If I were going to spend $500 for Hardware store fixtures I would buy at least four 10-foot "Silent Salesman" showcases with plate glass tops and good clear glass front and ends with sliding roller (front) bearing doors. I would then buy a handy bolt case and also a screw case, and I would buy small drawers for padlocks and small articles of builders' Hardware, etc. I would buy some kind of a trolley ladder and the latest improved counter scales. I would make $500 go as far as possible to make things handy and convenient.



A Handy Tool Case by John F. Duncan.

I would have a line of continuous shelving on brackets for tinware, enameled ware etc. After I had started my store and the $500 was exhausted, I would gradually add anything in the fixture line that would display goods to the best advantage. During the dull season, together with my clerks, I would contrive and build handy fixtures for my store.

For instance, I enclose a drawing made by one of my clerks. This is designed for a tool case. In the section with the glass doors we display hammers of all kinds and also hand saws. The drawers are intended for all sorts of carpenters' tools, all lettered, giving the name of what they contain. The base is 3 feet x 12 inches x 24 inches. The upper part is 5 feet x 12 inches x 12 inches, making the total height 8 feet, and length 12 feet. The cabinet is painted a bright red and trimmed with old copper Hardware. This is a very handsome piece of store furniture that was made entirely of lumber taken from empty packing boxes. It was made during the quiet winter days and at odd times after the regular store work was done. We build all of our own shelving. We build the drawers for displaying small articles out of galvanized iron with wood front. We do not have a nail counter like most stores. Our nail counter is the base of our shelving in the rear part of our store, it having two tiers with bins. The upper tier is made of galvanized iron, some of them holding 25 pounds and 50 pounds each,

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and others holding 100 pounds each. The lower bins will each hold one to two kegs of nails. We have an opening on the shelves on the top of the base for wrapping up packages and for the weighing scales and paper racks to set on. We do not have any counters anywhere in the store. We use the tops of our showcases for showing our goods. Of course, $500 would not go far toward buying fixtures for a modern Hardware store. Our store fixtures will probably amount to $3,000. But we have been gradually accumulating for the last fifteen years, adding something new each year. Every winter we paint all the woodwork in the store one coat. The more convenient fixtures we have the easier we find it to sell goods. They also add to the attractiveness of a store. We are always in favor of any new article in the fixture line that will lessen work and display the goods.

One thing we forgot to mention to come out of the $500: About the first thing I would buy would be a first-class sign lettered in gold leaf for the front of the store, and whenever the sign became dingy I would have it renewed. A nice new sign to me is always an index to the character of the man who owns the store. JOHN F. DUNCAN.

A Convenient Nail Case

To the Editor:

The writer read an article in the MAGAZINE for February under the heading of "Hardware Store Equipment," in which was described and illustrated a nail case. I would like to offer a description of a Nail Case which we have used for distributing nails to the retail trade, a sketch of which is enclosed herewith. The framework of our Case is built of 2-inch plank and consists of three shelves, with uprights every 4 feet. The Case covers a floor space of 11 feet 6 inches by 2 feet 3 inches and is 6 feet high. There are 54 boxes, 11x12 inches inside measurement, 14 inches high at the back and 18 inches at the front. The boxes front up on both sides of the Case, and backs of boxes on one side butt against the backs of the boxes on the other side.

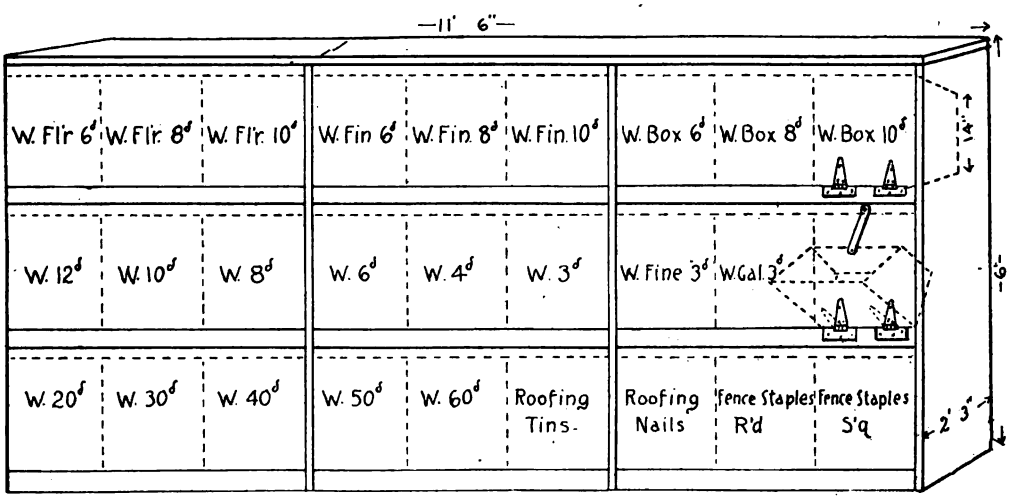
Each box is labeled and is hinged to the shelf, and holds 100 lbs. of nails. When pulled out they are fastened to the shelf above by means of a strap, the strap fastening to the rear side of the box. By means of holes in the strap the box can be held in any relative position, so that when the boxes are partly emptied they can be let down further, thus enabling one to pull the nails out more easily.

The good features of this Case are: Small floor space required; when not in use they are back out of the way; all closed in so that no dirt is collected; impossible for nails to become mixed; nails are handy to get at. As each box holds a full keg of nails, it eliminates broken kegs in the stockroom.

A CONNECTICUT CLERK.

Time and Labor Saving Constructions

Unfortunately we are located in an old building and we should be glad to know how we can get into a new one without moving out. We use store service carriers, which we find a great convenience. We have also improved our way of handling sash weights, of which we sell a great many. They were formerly kept in the cellar; now we have a case built in the alley, with a bin for each size, which saves a vast amount of work. We also have a dodge for sampling rope, which we have seldom seen elsewhere. We keep our rope in the cellar and have holes bored in the floor, next to the counter, with the ends of ropes sticking up through.



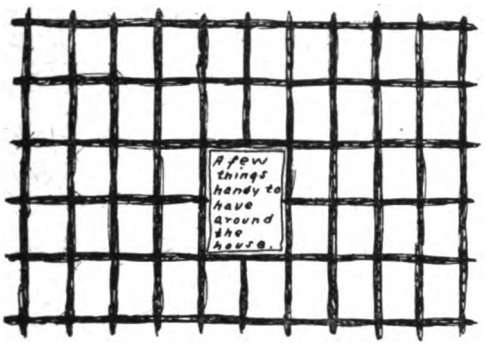
A NAIL CASE POSSESSING SEVERAL DESIRABLE FEATURES.

T. B. RAYL CO.,
Dudley W. Smith, Secy.

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A Display Rack for the Window

The form is shown in the accompanying sketch. Simply take some wooden strips, six of them as long as the window is wide and the cross-pieces as long as you desire the display to be high, and, laying them on the floor, tie them into the shape shown. Have each square large enough to hang an article in with



attached name and price card. Cut a larger square in the center for a large show card. Wrap the rods in some pretty colored cloth or paper to harmonize with the color of the goods displayed and the side and backgrounds

A Goodly Expenditure

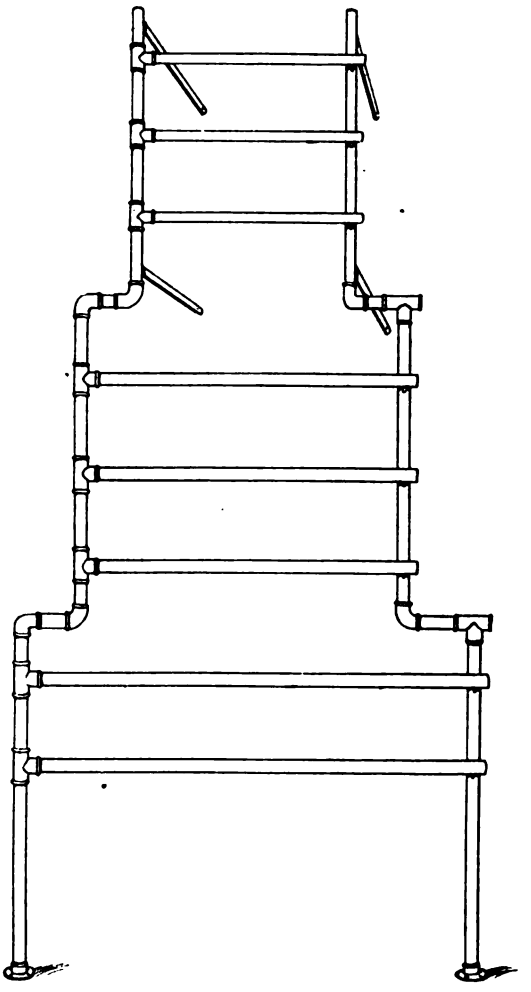
I occupy a building 28 x 85. I use 60 feet of each side for shelving. I have a base for the shelving 36 inches wide and 36 inches high. The lower part of base is divided into different width spaces, according to the class of goods they are intended to contain. Each division of the base is enclosed with a panel door. On one side I have 50 feet of "Warren" shelving, and on top of these sections I extend plain shelves on to the ceiling. The shelving on each side extends to the ceiling also, and the spaces between shelves differ according to the character of the goods to be displayed. I use Myers ceiling ladders on each side. I have five 8-foot floor cases on one side, and use only the base to display goods on the other. This leaves considerable floor space, which really adds to the appearance of the store, and I also use this space at different times for tables on which to display certain lines of goods that I am making a special effort on. By utilizing all your shelf space you can display almost every article that the average retailer carries; you can keep better informed as to the condition of your stock, and your goods are so arranged that a customer frequently makes a purchase of some article that they happen to see when they had no intention of buying at all. This arrangement can be made for $500, and I believe the results from making such a display of your goods are greater than from the highest priced clerk one can employ.

Being able to keep your stock in nice, neat shape, and knowing at all times just what you are short of, is worth more to your business than all your time spent on a badly arranged stock. Every dollar that is judiciously invested in an article for displaying any line of goods to better advantage is a good investment.

MALLORY DAVIS.

A Home-Made Screen Wire Rack

I am not qualified to make any suggestions for a large city store, but for some ordinary Hardware store I would suggest to spend $500, if possible, in knocking out the rear end wall and insert a heavy I-beam in line with



A HOME-MADE SCREEN WIRE RACK.

the ceiling, and build an extension to gain more floor space. I would, in addition, place cheap, long, double-deck tables along one side of the store; a screen wire rack I have made of gas pipe from floor to ceiling with gas pipe + and tees; removable gas pipe bars held in place with gas pipe plugs. Rope I carry the same way, except having a wood frame with

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iron brackets and wood turn pins. I find it is price first, last and always; customers want perfect goods and care little where and how I keep them. Keep your goods, unless you know where the money is coming from. Don't trust anybody but God; make all the rest pay cash. Give us a square deal—no sympathy.

MR. CASH.

Use an Oval-Front Cutlery Case

Years ago when the writer built this store he installed all conveniences as were then known to the Hardware trade to make a convenient and attractive store. Since then improvements have been added from time to time as the business and increase in stock required, so that at present we could only improve in the quality, viz.: using plate instead of sheet glass, and some glass or showcase counters. The best investment, however, has been a cutlery showcase, of which we have the only one in the eastern part of the State, it being an oval-front wood case, fitted with trays or step shelves, to hold several hundred pocket knives, razors, etc. Having it in front of the store, everyone coming in or going out must see it, and on that account we sell twice the number of pocket knives than we did before we had it.

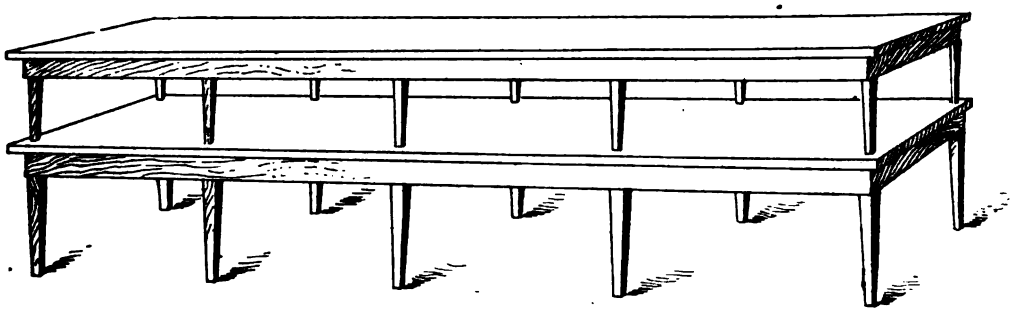
We use interchangeable metallic shelf boxes with wooden fronts, to which we attach samples. Of course the fixtures as gotten up by the Warrens are much finer than ours, but new beginners in new and untried territory cannot always afford the amount it would cost to install them. All our shelving, etc., is painted a gloss white; shelf boxes a cheerful green, varnished.

H. W. JARRETT & SON.

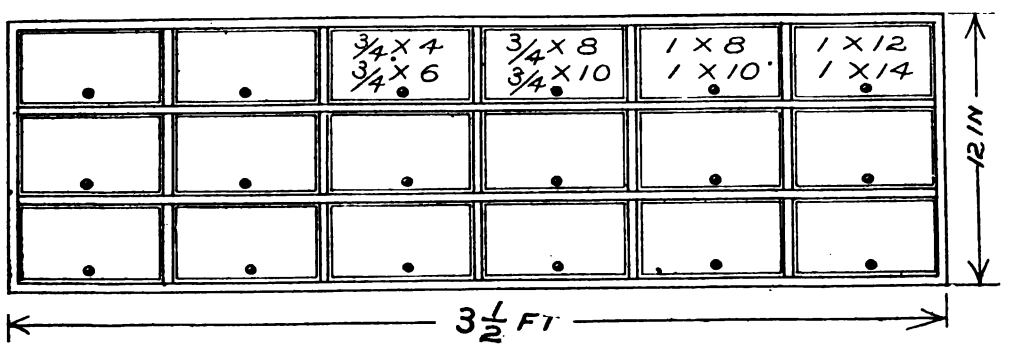
Disposition of Screws and Bolts

We believe that screws and bolts can be handled much better in small drawers in the shelving than in racks or revolving cases. Our flat-head screws, for instance, take up 1 foot high x 3½ feet wide of shelf room. The boxes are 3½ inches high, 6 inches wide, and 11 inches long, or can be made as long as the shelf is wide, and where the screws are under 5 inches in length, the boxes can be divided into two parts, which would divide practically all of the boxes. This brings the same size screw always in the same place, and with a revolving case on the counter the screws are always in a different place, and it obstructs the view. We pursue the same system with the bolts and consider it ahead of any other way of keeping them.

H. M. JOHNSON & CO.



DOUBLE-DECKED TABLES TO ECONOMIZE SPACE AND DISPLAY GOODS.



SCREW DRAWERS IN SHELVING BY H. M. JOHNSON & CO.

Enthusiasm is contagious, but no one will ever catch it from a man who does not have it. It is well for you if you have an enthusiastic employer.

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Would Display All Goods and Keep Stock in Shape

If I had $500 to spend on store fixtures I would have enough showcases to display all my goods, as I find that goods displayed are half sold, and above all I would have a man to look after the stock, as nothing looks so nice as to see a store in tip-top shape and everything in its place.

NYE-SCHNEIDER-FOWLER CO.

Add New Fixtures from Time to Time

Our firm has been in this business about twenty-five years, and it has been our policy to add new fixtures from time to time as we thought the changed conditions demanded.

At present we use floor cases with bevel plate tops. For cutlery, fishing tackle, revolvers, tools and such other goods as can be shown in these cases to a good advantage.

On one side of our store we keep such goods as come under the classification of house furnishing goods, and on the other side we use for builders Hardware, and box goods which are kept in their original packages on shelves that run to the ceiling and are served by two "Myers" trolley ladders.

Our stock of bolts, nuts and washers are kept in drawers. The surplus stock, in packages on shelves that are made extra strong to carry the load. Nails are in the bunks under the counters. On one side of our store we have a gallery five feet wide, which we find very handy for tubs, boilers, pails, etc., which you will plainly see its purpose from the photo herewith.

As to the amount of money for fixtures, this, in our judgment, would be a matter for the man behind the gun. FOWLER & CO.

Use Hardware Cabinets and Bases

As to how best $500 could be expended for store equipment, it would depend a great deal in the location of your store, whether in city, town or village, as to the fixtures. However, situated as we are, in a country village or town, we believe $500 could be expended to best advantage in investing in something like "Warren's" Hardware cabinets and bases in unit sections, thereby utilizing your space in store to best advantage by buying such of this kind of fixtures as you can use—that is, the size, etc. These cabinets and bases have glass fronts, by which means you can exhibit your entire line used therein.

COURTNEY BROS.



STORE INTERIOR OF FOWLER & CO., GREENVILLE, MICH.

Show Cases and Shelving Very Desirable

To invest $500 in store fixtures would depend largely upon size of store and class

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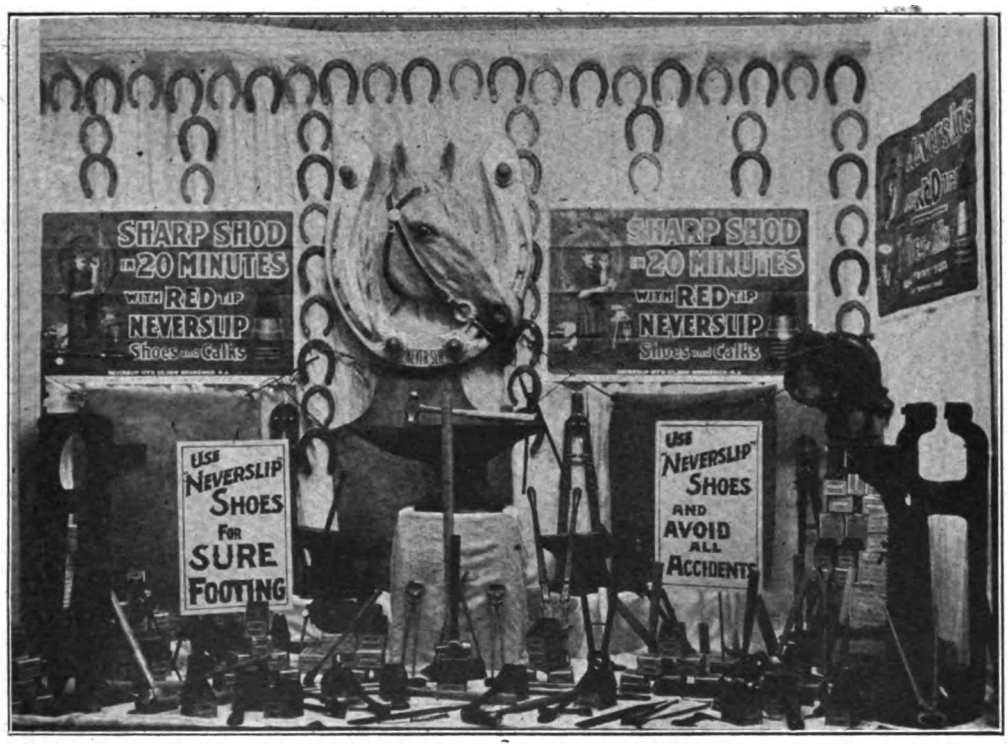
of goods carried. Experience has taught me that goods well displayed often sell themselves. Therefore, invest the amount in fixtures arranged not only for convenience of clerks but also attractive to the customer. I would install two or three floor cases for sporting goods and cutlery. Just back of these cases would be a section of shelving, with sliding glass front doors for guns, or if a limited amount of guns were carried, carpenters' tools could be shown to great advantage. Then next in line would be two ordinary counters with common showcases, 8 or 10 feet long, for displaying small and various articles; would also keep small stock of same therein to sell from. Just back of these counters would arrange section of shelving for builders' Hardware, stock to be kept convenient to all sizes. Shelving back of this would be ordinary for keeping original packages of various articles.

On opposite side of store would use cheaper shelving, arranged for culinary articles, lamps, lanterns, etc. I would by all means have a balcony with bins above for over stock, tinware and other bulky goods. If I had no warehouse, would have partition in rear of store, and sample such things as hoes, rakes, forks and shovels on front of said partition. I think this plan could be easily done with amount in question, if equipment be used in an ordinary size retail store.

John B. Carden.

The Displaying of Horseshoes

J. H. Ashdown Hardware Co., Winnipeg, Manitoba, in a window display have



Horseshoe Window Display by Ashdown Hardware Co., Winnipeg, Manitoba.

in regular order in shelving, with sliding box doors, back lined with red or green plush, with glass front, allowing about 2-foot space between glass and back of door for sampling escutcheons, hooks, lifts, etc.

The next one or two counters would be used for wrapping and weighing, with a bolt and screw case at further end. Underneath counters have galvanized boxes about 12 x 12 x 18, with heavy wood bottoms, hinged in front to base about 6 inches from floor for keeping nails; platform scale on counter above

succeeded in making an attractive presentation out of what is ordinarily considered an article that does not lend itself to a showy or attractive arrangement. In addition to the "Neverslip" Shoes and Calks shown in the background and in cartons on the floor, there were arranged tools used in the ordinary blacksmith shop, such as anvils, hammers, pincers, rasps, bolt clippers, parers, blowers, files, sledges, etc. The result was a window that drew a large number of onlookers, which brought increased business in the goods shown.

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ONE GREAT NATIONAL BANKING SYSTEM CONTROLLED BY THE GOVERNMENT

Panics Prevented, or the Insurance of the People's Money, by the People, for the People.

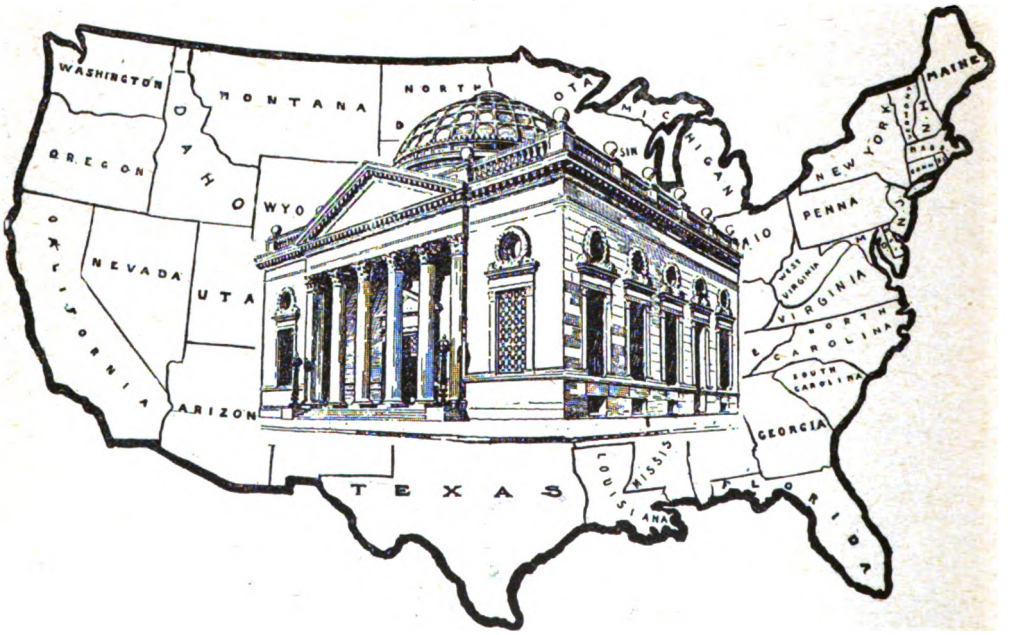
By Fred. I. Johnson, President Iver Johnson's Arms & Cycle Works.

We insure almost everything that we possess, and we insure against nearly every kind of calamity, but strange to say—we do not insure our money.

The writer's idea is that the United States government should establish such measures and such drastic laws as would enforce savings banks and trust companies to give up their present State charters, and come directly under the control of the National government, also such laws as would then empower the government to insure the deposits of all banks.

It makes no difference how far reaching the failure of a National bank may be, the confidence of the public in its circulating notes—everywhere current, and part of our supply of money—is not hurt by the failure, for the government is back of its circulation and guarantees the same; why, then, should not the government guarantee the deposits of National banks, and—to go a step further—the deposits of all banks? Why should not the government protect and reimburse depositors of insolvent banks from a special fund created for that purpose? This fund to be raised by means of a yearly tax or assessment on the average daily balance of depositors in all banks, or a tax on the banks themselves. Note: this tax to be based on the depositors' average daily balance, and not on the total deposits for the year.

This tax would be very small, never amounting to more than 15-100 of 1 per cent. annually. This estimate is ample, as statistics show that the actual average yearly losses from failures of National banks are less than 1-10 of 1 per cent. of the annual average deposits. (The actual rate is 83 thousandths of 1 per cent., or at the rate of 83 cents per $1,000.) The writer quotes from 1906 figures, as these are the latest records in his possession.



It is fair to suppose that the losses from savings bank failures are a little less than the above, and of trust companies a little greater; but it is well within the mark to figure that 15-100 of 1 per cent. would be ample to cover all losses, and that the annual tax of this amount, once a year on the average bank deposits, would provide for all contingencies; but it is sure that the failures in every year would not reach these figures; there would be years when a smaller tax would be sufficient.

This estimate also allows nothing for the accumulation of interest, which would considerably lower the rate of taxation from year to year.

The amount of money on deposit in 1906 was, in round numbers, 12 billions of dollars; and an assessment of 15-100 of 1 per cent. on that sum, would have placed at the dis-

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posal of the government, in that year, 18 millions of dollars, with which to pay off, immediately, the depositors of any insolvent banks, the government then liquidating the bank's affairs.

The advantages of such a plan are many, the most important being the prevention of panics. Bank panics are not caused by people needing their money, but because they won't be convinced of its safety. With the United States government back of the banks, it is sure that no panic would ensue so long as the government endured; the banks would stand or fall with the government. In times of financial stress, when banks are in danger of a run, as they are under present conditions, a government guaranty of the safety of the deposits would make such run an impossibility.

This plan would work no hardship to anyone. The government would require bank officials and directors to be more careful in their scrutiny of collateral for money loaned, and would insist upon a better performance of their duties. A better and more able class of men would be elected—men who would be alive to their obligations and who would faithfully keep the trust reposed in them.

The government bank officials would be forced, under such a plan, to make laws and regulations that would be rigid enough to absolutely control the situation.

There would be no shirking of responsibility on the part of bank officials: the fact that the government had assumed some part of the responsibility would not make them careless, but rather the reverse: everyone knows "it doesn't pay to fool with Uncle Sam."

No burden is imposed on either the bank or the depositor. If the depositor pays the tax, then surely, absolute security at a cost of 15 cents or less, once a year, for every $100 of his average annual deposit, is not unreasonable—but the banks, themselves, can best afford to do this. The majority of banks pay good dividends and should be willing to insure the deposits of their clients, without cost to them.

In addition to their dividends, the banks have accumulated a surplus of $1,592,122,892 on a total combined capital of $1,640,649,187. Banks are simply institutions to safeguard wealth and facilitate business: therefore there is no reason for any bank to make the excuse that it cannot afford to pay the tax in question because the records of dividends and surplus show they are well able to do this.

This plan would not affect the rate of interest paid to the depositors, nor the rate charged to borrowers; the tax should come out of the bank's earnings; and with the government behind the banks, the need of so large a proportion of a bank's funds, in surplus, would be a thing of the past.

A bank that can't afford to pay 15-100 of 1 per cent. annually, on its average net deposits, for the insurance of depositors, is incapable of doing business, is a menace to the community, and should be liquidated.

This plan would be advantageous to the depositors, the banks, the government and the public at large: its only opponents are a clique of bankers who see in such an arrangement, the end of one-man banks, the end of banks run for the personal ends of one man or set of men, the end of dummy directors, of memorandum notes, etc. The sound, conservative banker, who realizes that the peoples' funds are entrusted to his care for safe keeping and to facilitate business, would welcome such a plan.

Panics would be a thing of the past, as there would never be a run on a bank which was backed by the government: a panic could not exist while the government endured.

Nothing can shake the confidence of the people of these United States in the government, and nothing could shake the confidence of the people in a "government-backed" bank.

With no panics to disturb trade, business would be stable, prices firm, labor well paid, work plentiful; and the strength of the nation would be such that the world's powers would recognize its commanding position.

The people are demanding some such plan, and do not let us forget that "the people are the government and the government is the people."

Who would not pay 15 cents per $100, per year, on his average deposit, to know that the government guaranteed his deposit?

New Plant of Utica Drop Forge & Tool Co.

The Utica Drop Forge & Tool Co., Utica, N. Y., formally opened their fine new plant on the 1st ult. A fine programme was provided, a special platform being arranged within the works. Music, speeches and a banquet were the order of things and everything went off smoothly. The local papers were filled with an account of the growth of the business, the large number of Nippers and Pliers manufactured, adapted for many branches of trade, and the world-wide distribution. The building has an average length of 275 x 135 feet, saw-tooth construction. In the main room, which is 192 x 136 feet, there is a concrete floor on which the machinery rests. The offices are finished in paneled quartered oak and have a modern equipment. The plant is driven by electricity, generated eighteen miles distant. The company has an industrial railway operated by an electric engine with flat cars, etc. There is a mile of 21-inch track over which the entire tonnage of the plant is carried from one part to another. A telephone system connects all departments. The Smith & Hemenway Co., 108 Duane street, New York, are the selling agents.

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MARKING GOODS

Special Label or Sticker in Colors Desirable as a Trade-Mark—Accounts of Different Methods of Marking Goods—Mark Each Article.

Use a Distinctive Label on Sticker

The article published in the February num- of the HARDWARE DEALERS' MAGAZINE in reference to marking goods is about as sensible as anything I have ever seen written or described. Now, then, if Mr. Steidl will invent some kind of a sticker that will stick I believe he will have solved a very important problem. A great many manufacturers of granite ware especially label their goods, but I think I am safe in saying that at least one half of the labels are off before the goods are sold. I



A SUGGESTED LABEL OF STICKER.

never had much patience with a dealer that had to run all over the store to find a place light enough to see what the price was on an article that the customer wished to buy, meanwhile turning it upside down four or five times looking for the price, which usually on a piece of tinware is rather difficult at any time to see. These stickers, to my mind, should vary in size and color, as there are plenty of goods that would be covered up with a sticker of any size. For myself, I would prefer a sticker with a bright color—red, blue, or some color that could be seen plainly; also different shapes, as a shield, heart, diamond, etc.—in fact, a trade mark in shape at least, with the firm's advertisement on it. Now I may be getting this thing a little too thick, but my idea is something on the order of the illustration herewith. Of course, the advertisement of the firm can be left off, but in case it is, then they should try and get a design or color different at least from their competitor, so no matter where the mark was seen they would know it. The local newspaper should also call attention to "Look for the red shield" or whatever is decided on.

DAVID F. LOVE.

Uses a Colored Sticker

We have read the article on "Marking Goods" in a recent issue of the HARDWARE DEALERS' MAGAZINE, and think the idea a good one. We use gummed stickers such as we send herewith, but do not use space



A COLORED STICKER FROM JOHN MACKEY & SON.

to show from whom the article was purchased. The label is shown full size, but the several blended colors are not reproduced. It is a distinctive label, however.

JOHN MACKEY & SON.

System Used in a Big Store

I have read the article about marking goods and agree with the writer. The only thing I do not consider necessary is "Date" line. I am a salesman in a big department store and the system we use is pretty near the same, i. e.:

House	
Size	
Cost	
Sell	

P. P.

Contentment is a good thing. Sometimes it is too much of a good thing.

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Too Much Trouble to Use Sticker

We think the article on "Marking Goods" in the February issue is very good, and if all Hardware dealers would mark their goods in this way would save a great deal of worry and trouble. We do not keep track of whom we buy our goods in any way except from memory and by the goods themselves. We try to confine our purchases to as few houses as possible. A great many of our lines are special, that we can only buy from the jobber or the manufacturer who handles or makes them, and in that way by the goods themselves we know from whom we buy. In marking our goods we mark our cost and retail price on the package but do not use a sticker, as we always thought it was too much trouble; have no special system in regards to marking our goods.

ROME & Co.

Marks Each Individual Article

I have never had much success in the use of gummed price labels in marking goods. Many boxes are so glazed that labels soon loosen and the price is then lost. I make a rule to mark each individual article where it is possible. For bright, polished articles I use an oil crayon. This is also used on glassware, enameled ware and all leather goods. For cutlery of all kinds we use the cutlery ink supplied by most jobbers. Where not practical to mark each article we have a clip in each shelf box into which is slipped a cardboard which bears the cost and selling price of the article. Goods which cannot easily be marked or from which tags are easily lost I have priced in a loose leaf price book. I have never found it necessary to keep a record of where shelf goods were bought.

System is absolutely necessary to success in business, but the tendency in these days is for the merchant who does most of his own office work to burden himself with unimportant details. His time is more profitably employed if used in meeting his customers at the front of the store and in the buying and selling of his goods.

D. D. GROSS.

Have a Good System

We have hardwood boxes for all goods. In pricing the goods we use a gum label on the right side of box with the cost and selling price on same. The heavy goods are tagged or put on card price list. We also use the card system and catalogue. The cards are marked, prices quoted by different houses and terms. Catalogues we mark up from bill, showing the discount or net figures and date of bill and from whom received. The quantity and future orders we keep a memorandum of in a cabinet file. The mail and small orders we copy, also date in margin of want book, date order is given.

PAISTE-HARPER HARDWARE CO.,
D. P. Paiste.

Will Adopt the Idea

I have read the article by Mr. Steidl in the February issue and am very much pleased with it, and shall adopt it in the future. I have been marking my goods any place—front, side, bottom or top, and have often been confused to find when they were marked, also when the goods were purchased. We mark our goods as follows:

Cost per dozen,, R E F.
Sell per dozen, $1.75.
Sell each, 17 cents.

E. D. EVERTS.

Believe It a Good Plan

The writer has carefully read the article in the February issue. Our system of marking goods is exactly the same as that described, with the exception of inserting the firm from whom the goods were purchased. Every article that comes into our establishment has the month and year marked upon it, together with the cost and selling price. We have never given the subject of inserting the name from whom the goods were purchased any consideration. We believe it to be a good plan. We usually locate our mark on top of all shelf goods and the tinware and granite ware is usually marked above the label or else on the label.

ZUCK HARDWARE CO.,
L. J. Zuck.

Would Like to Know of Good System

I was impressed with the article in the February issue and believe that the use of the label, as suggested by the writer, to be very sensible and practicable. Now as to the other point brought out by the writer, viz., keeping track of purchases, I cannot say that I have any regular system for this purpose. I use, however, a loose leaf price book that partly does this work. In this book I enter all purchases of such goods as are not boxed or put up in packages, from whom purchased and price, but not always date of purchase. I have felt the need of some good system for this purpose and would be glad to hear from some one who has such.

R. W. EDMUNDS.

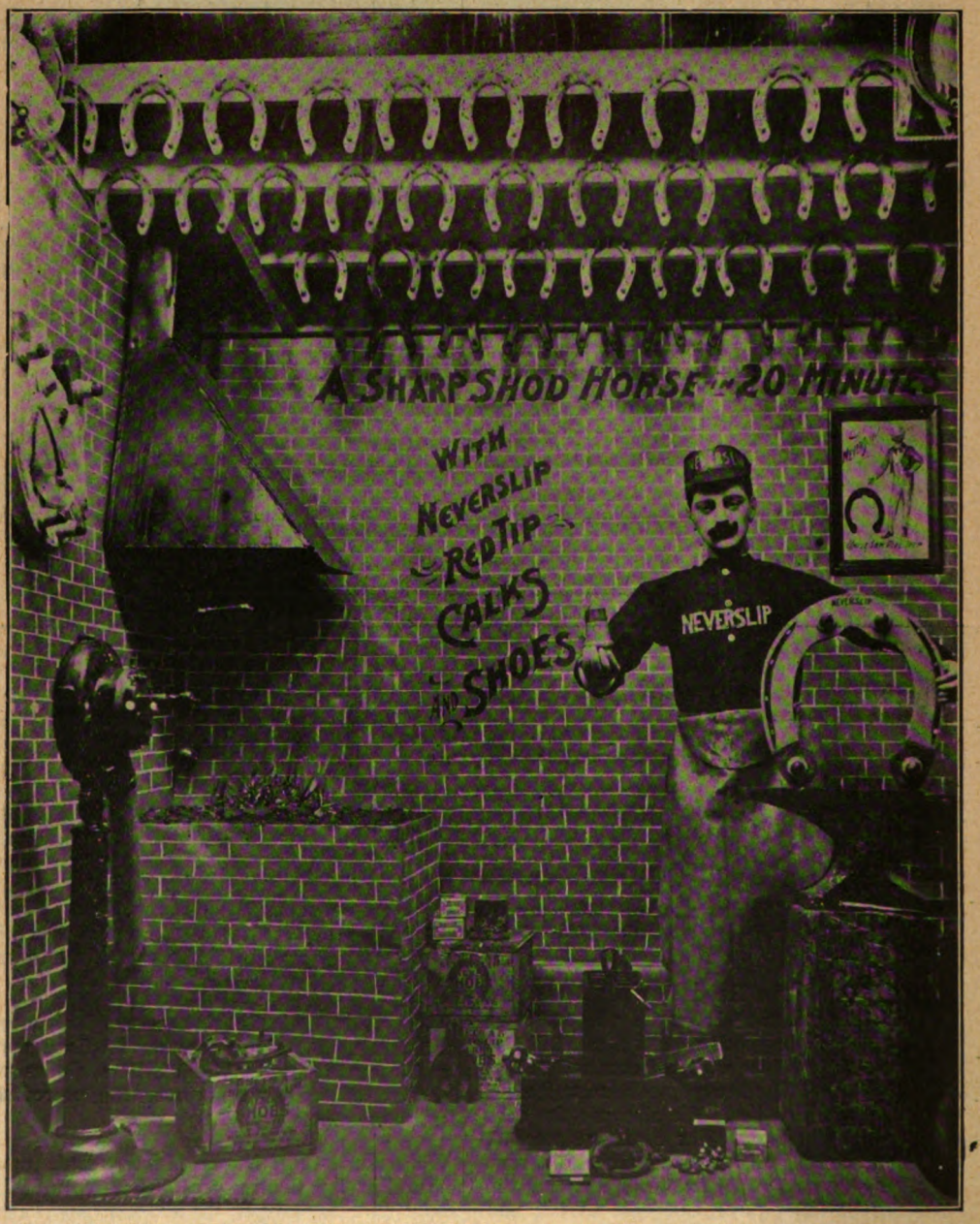
The Hill Dryer Co., Worcester, Mass., report that their business for the past fiscal year on Clothes Dryers and Ash Sifters, shows an increase of 25 per cent. over the preceding twelve months.

Patterson, Gottfried & Hunter, Ltd., now located at 146 Centre street, New York, will, about June 1, move to the six-story and basement building located at 211, 213, 215 Centre street, and Nos. 147, 149 and 151 Lafayette street. The new building extends through the entire block and is within a few hundred feet of the present store. On account of its location and size it will afford the concern much greater facilities.

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Window Display of Horseshoes

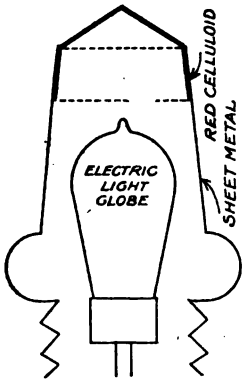
In a window display contest carried on by the Neverslip Mfg. Co., New Brunswick, N. J., a short time ago, there were numerous entries, several of which were meritorious. The one shown herewith came off with second honors, being that of the Murphy-Maclay Hardware Co., Great Falls, Mont. The display was arranged to represent an up-to-date shoeing shop, in which the "Neverslip" Shoes and Calks were used. The walls were covered with brick-red paper to imitate brick. Overhead were nailed 2x4 scantling to represent rafters and on these rafters were hung different sizes of "Neverslip" Shoes. The forge had an imitation fire. The large shoe on the anvil and the large calk in the smith's hand were prominent. The shoe was made of sheet metal,



A STRIKING WINDOW DISPLAY BY THE MURPHY-MACLAY HARDWARE CO., GREAT FALLS, MONT.

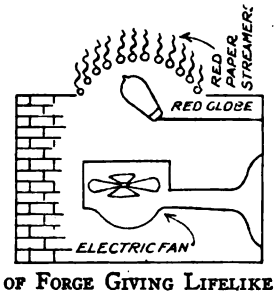
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also the calk. The tips in the calk were made of red celluloid and covered with red tissue paper. Inside of the calks were electric lights, which gave the tip a fiery red appearance and were a great success in attracting attention to the red tip feature of the Shoes. The arrangement of the electric light globe and the red celluloid tip are shown in illustration.



ARRANGEMENT ILLUSTRATING RED TIP FEATURE.

The figure representing the blacksmith had on a red shirt, on which the word "Neverslip" was worked in white braid, and the cap also had the same word on it. The forge feature aided greatly to give the display life and proved a decided attraction. The forge had an imitation fire, made by gluing coal on a screen wire cone. To the coal were glued red and yellow streamers and underneath the coal was concealed a red electric globe to produce the red glow. The streamers were kept in motion by an electric fan inside the forge. A rough sketch showing this arrangement is given herewith. The display made a great hit and drew a constant crowd.



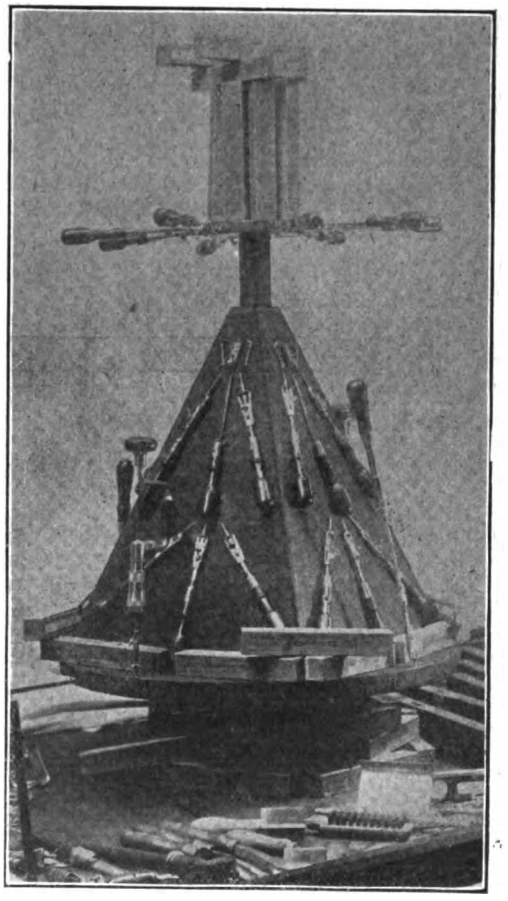
DESIGN OF FORGE GIVING LIFELIKE EFFECT.

Over a Half Century Old

F. A. Hull & Son, Danbury, Conn., have issued a historical sketch, dating from the foundation of the business, in 1853, to the present time. Following the several changes one comes down to the present time and finds the firm in a new and modern fireproof building, in which the floors, walls, beams, pillars, roof and stairways, and even show window floors, are of concrete, and the office and other partitions are of asbestos blocks. The main building is 71x150 feet, with an ell 46x64 feet. One of the three stores, and the entire second floor in the main building and all the four-story ell structure is occupied by the concern.

A Revolving Window Display

The San Bernardino Co., San Bernardino, Cal., recently had a window display of various articles at different times, one line at a time, using the revolving display stand. The goods shown in the illustration are the "Hold Fast" Screw Drivers, arranged in various positions in which it can be used. The method proved a tool seller. The same stand was used to push dollar safety razors, and good results are reported, not only during the display but for a long time after it was taken from the window. This arrangement, states Charles Marsden, who is the window dresser, can be used for displaying a large number of goods that are regularly carried in a Hardware store. The displays are easily arranged and readily removed. The cost of operation is scarcely worth mentioning.



REVOLVING WINDOW DISPLAY FROM CALIFORNIA

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Bulletin of New Dealers

(REQUESTS FOR CATALOGUES AND INFORMATION.)

Special reports have been received at the office of the HARDWARE DEALERS' MAGAZINE from the following new dealers (or change in style of firms) since last bulletin, stating the goods which they handle or expect to handle. These reports are sent to us direct from the dealers themselves, and are therefore reliable. They want the latest catalogues, special circulars or price-lists relating to the classes of goods they handle. The numbers indicate classes of goods handled.

1 Builders' Hardware
2 Machinists' Tools
3 Carpenters' Tools
4 Cutlery & Plated Ware
5 Tinware
6 Woodenware
7 Rope and Twine
8 Pumps
9 Agricultural Goods
10 Bicycles
11 House Furnishings
12 Guns and Ammunition
13 Building Papers
14 General Hardware
15 Electrical Supplies
16 Automobile Supplies
17 Factory Supplies
18 Stoves and Ranges
19 Furnaces
20 Saddlery Hardware
21 Vehicles
22 Lead and Iron Pipe
23 Tin Plate and Metals
24 Cabinet Hardware
25 Horse Shoes
26 Plasterers' Tools
27 Paints and Oils
28 Glass and Putty
29 Blacksmiths' Supplies
30 Fishing Tackle
31 Sporting Goods
32 Butchers' Tools
33 Hose
34 Weather Strip
35 Belting
36 Lawn Mowers
37 Lamps
38 Oil Stoves
39 Stationers' Hardware
40 Refrigerators
41 Shoe Nails, Soles, etc.
42 Wood Mantels, etc.
43 Plumbers' Supplies
44 Steam Fitters' Supplies
45 Yacht & Boat Hardware
46 Washing Machines
47 Incubators

Arkansas

Hope: Union Hardware Co.
Retail (opened new store), 1 to 9, 12, 13, 14, 18, 20, 21, 23 to 26, 29 to 33, 35 to 38, 40, 41, 43, 44, 46.

Mansfield: Mansfield Hardware Co.
Retail (succeeded J. H. Caldwell), 1, 3 to 7, 9, 10, 12, 13, 14, 18, 20, 21, 25 to 32, 35 to 41, 43, 44, 46.

California

Berkeley: F. L. Butterfield.
Retail (formerly Driggs-Butterfield Co.), 5, 6, 10, 18, 19, 22, 23, 33, 36, 37, 38, 40, 42, 43, 46.

Tustin: Romer & Artz.
Retail (succeeded A. Getty & Co.), 4 to 7, 9, 12, 14, 20, 23, 27, 30, 31, 33, 37, 41.

Colorado

Del Norte: W. W. Wilson.
Retail (succeeded Ewing Hardware Co.), 1, 3, 4, 5, 7, 8, 9, 12, 13, 14, 18, 22, 23, 25, 26, 28, 29, 32, 33, 34, 36, 37, 38, 41, 43, 44, 46.

Georgia

Clarksville: Asbury Hardware Co.
Retail (opened new store).

Idaho

Ashton: Ashton Hardware & Implement Co., Ltd.
Retail (opened new store), 1 to 14, 16, 18 to 41, 43 to 47.

Caldwell: Boyes-Beck Hardware Co.
Retail (formerly Boyes Hardware Co.), 1 to 47.

Illinois

Blandinsville: Marston & Larson.
Retail (succeeded Edwards Bros.), 1 to 8, 12, 13, 14, 18, 19, 22, 24, 26 to 34, 36 to 41, 43, 44, 46.

Carmi: E. A. Land.
Retail (formerly Land Bros.), 1 to 7, 10, 12, 14, 15, 18, 24, 26, 27, 28, 30 to 33, 36 to 41, 46.

Latham: A. G. Shyer.
Retail (succeeded E. E. Bost), 1 to 10, 12, 14, 18, 21 to 24, 26 to 39, 43, 44, 46.

New Berlin: Noah C. Twist.
Retail (succeeded Wilcox & Horn), 1 to 8, 10 to 14, 18, 19, 22, 23, 25 to 31.

Urbana: V. W. Shuck.
Retail (succeeded Hubbard & Sons), 1 to 8, 10 to 14, 18, 22, 24, 26, 30 to 38, 40, 41, 46.

Yates City: E. J. H. North.
Retail (succeeded Chamberlain & Co.), 1 to 8, 12, 14, 18, 19, 20, 22, 23, 24, 26, 29, 30, 32, 33, 36, 38 to 41, 43, 44, 46.

Indiana

Union City: Kerr Hardware Co.
Retail (formerly Wm. Kerr & Sons), 1, 3 to 10, 12, 13, 14, 18, 22, 23, 26, 27, 28, 32 to 36, 38, 40, 41, 46, 47.

Iowa

Manson: Hicks & King.
Retail (formerly Hicks & Reynolds), 1 to 14, 16, 18, 19, 21 to 26, 28 to 44, 46, 47.

Ogden: Howe-Gray Hardware Co.
Retail (formerly Howe Bros.), 1, 3 to 8, 12, 14, 15, 16, 18 to 24, 26, 27, 28, 31, 33, 35, 36, 38, 40, 43, 44, 46, 47.

Pocahontas: A. A. Ressegine.
Retail (succeeded Robert Blakly), 1, 3 to 7, 12, 14, 18, 23, 28, 33, 35, 36, 38, 46, 47.

Sibley: George P. Reeves.
Retail (succeeded P. R. Faragher), 1 to 8, 12, 14, 18, 19, 22, 23, 24, 26, 28, 32, 33, 34, 36, 38, 39, 40, 43, 44, 46.

Sioux City: Hunt & Schuetz Co.
Retail (formerly Hunt & Schuetz), 1, 3 to 8, 10, 12, 14, 18, 19, 22 to 34, 36, 38, 40, 46.

West Gate: W. C. Teghtmeier.
Retail (succeeded F. W. Bartel & Son), 1 to 8, 11, 12, 14, 18, 19, 20, 22, 23, 24, 26, 27, 28, 30 to 38, 40 to 44, 46, 47.

Kansas

Eureka: L. A. Shope.
Retail (succeeded J. M. Moran).

Kansas City: Weinhold Bros. Hardware Co.

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Retail (formerly Weinhold-Huey Hardware Co.), 1 to 8, 10 to 14, 18, 20, 22, 23, 24, 26, 27, 28, 30, 31, 33 to 40, 42, 46, 47.

Leonardville: Richards & Co.
Retail (succeeded Bardwell Hdwe. & Impt. Co.), 1, 3, 5, 7, 8, 9, 12, 14, 18, 19, 21, 22, 23, 25, 26, 29 to 38, 40, 41, 43, 44, 46, 47.

Oswego: J. C. Richcreek.
Retail (added Hardware), 1, 3, 4, 5, 7, 9, 12, 14, 20, 21, 27, 36, 46.

Sabetha: Frank V. Turner.
Retail (formerly Moorhead & Turner), 1 to 7, 10, 11, 12, 14, 15, 18, 24, 26, 28 to 32, 34, 36 to 41, 46, 47.

Louisiana

Columbia: Columbia Hdwe. & Furn. Co.
Retail (opened new store), 1 to 10, 12, 14, 18, 20, 21, 22, 25, 27 to 30, 35 to 38, 40, 41.

Michigan

Ithaca: A. E. Pinney & Son.
Retail (formerly Pinney & Horr), 1, 2, 4, 5, 19, 40, 42, 43, 44, 46.

West Branch: McGowan Bros.
Retail (formerly Ed. H. McGowan), 1 to 8, 10, 12 to 15, 18, 19, 22 to 34, 36, 37, 38, 40, 41, 43, 46.

Missouri

Butler: Gench Bros.
Retail (succeeded Deacon Hardware Co.).

Nebraska

Brule: Brule Lumber & Hardware Co.
Retail (succeeded W. W. Young), 3, 5 to 8, 13, 14, 18, 22, 25 to 29, 31, 41, 46.

Ord: Ord Mercantile Co.
Retail (succeeded Leggett-Wisda Hardware Co.), 1 to 8, 12, 14, 16, 18, 19, 21, 22, 23, 25 to 38, 40, 41, 43, 44, 46.

Wymore: Charles Duckworth.
Retail (succeeded George Schad), 1 to 6, 8, 12, 14, 18, 19, 22, 23, 26, 29, 30, 31, 33, 34, 36, 38, 40, 43, 46.

New Mexico

Silver City: D. B. Robertson.
Retail (opened new store), 1 to 5, 7, 10, 12, 14, 18, 33, 37, 46.

New York

Attica: Bramer, Morgan & Reding.
Retail (succeeded E. D. Tolles), 1 to 15, 17, 18, 19, 22, 23, 25 to 28, 30, 31, 33 to 38, 40, 41, 43, 44, 46, 47.

North Carolina

Greensboro: Crescent Hardware Co.
Retail (succeeded Wakefield Hardware Co.), 1 to 14, 18, 25 to 34, 36, 38, 40, 41, 46.

Henderson: Allen-Moss Hardware Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 17, 18, 20, 22 to 29, 32 to 36, 38 to 41, 43, 44, 46.

Ohio

Salina: Pavey Hardware Co.
Retail (formerly Campbell & Pavey), 1 to 9, 12, 13, 14, 18 to 22, 24 to 29, 32, 33, 34, 36, 38, 40, 41, 46.

Shelby: Sutter & Roush.
Retail (succeeded Shelby Hardware Co.), 1 to 14, 16 to 20, 22, 23, 25 to 36, 38, 40, 41, 46, 47.

Thornville: Farmers Hardware & Supply Co., Inc.
Retail (succeeded Shelby Bros.), 1 to 10, 12, 13, 14, 18, 19, 21, 22, 24 to 33, 36 to 39, 41, 43, 44, 46, 47.

Oklahoma

Mangum: Smith & Brown.
Retail (succeeded Sentell Mercantile Co.), 1 to 9, 12, 13, 14, 18 to 26, 29 to 38, 40, 41, 43, 46.

Oregon

Creswell: F. W. Ogram.
Retail (succeeded F. J. Meinzer Hardware Co.), 1 to 10, 12 to 15, 17, 18, 20 to 24, 27 to 36, 38, 41, 43, 44, 46, 47.

Roseburg: J. F. Barker & Co.
Retail (opened new store), 7, 8, 9, 11, 16, 20, 21, 22, 27, 28, 33, 35, 36, 40, 44, 46, 47.

Pennsylvania

Charleroi: D. R. Duvall.
Retail (formerly Duvall & Gault), 1, 3 to 10, 12, 14, 18, 22, 26, 27, 28, 32, 33, 34, 36, 37, 40, 41, 46.

Pittsburg: Walter F. McQuiston.
Retail (succeeded Thomas Ferguson & Co.), 1 to 7, 10, 13, 14, 18, 27, 28, 30, 31, 33, 34, 36, 38, 40, 41, 46.

Scranton: Robinson, Baylor & Murphy.
Wholesale (opened new store), 1, 2, 3, 7, 9, 13, 14, 17, 20, 21, 22, 25, 27, 28, 29, 32, 33, 35, 41.

Tarentum: W. B. Thom.
Retail (succeeded Geo. W. Goldinger & Co.), 1 to 10, 12 to 16, 18 to 22, 24 to 41, 43, 44, 46, 47.

Turtle Creek: Frank A. Orr.
Retail (succeeded O. K. McCutcheon), 1 to 8, 10 to 15, 18, 22, 26 to 31, 33 to 41, 46, 47.

South Dakota

Aberdeen: Hamilton Bros.
Retail (succeeded Anderson & Richmond), 1 to 8, 10 to 14, 18, 20, 22, 24, 26 to 38, 41, 42, 43, 46.

Scotland: J. A. Jelly & Co.
Retail (succeeded Reich Bros.), 1 to 7, 9, 12, 14, 18, 20, 21, 27, 28, 30, 31, 32, 35, 36, 38, 46.

Tennessee

Madisonville: D. E. Lowry.
Retail (formerly Lowry & Hunt), 1 to 10, 12, 14, 18, 20, 21, 24, 25, 27, 28, 29, 31, 36 to 41.

Sweetwater: J. H. McCaslin.
Wholesale and retail (succeeded Dickey & Browder Bros.), 1 to 10, 12, 13, 14, 18, 20 to 41, 46.

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Texas

Fort Worth: Milliren-Buchanan Hardware Co.
Retail (new store), 1 to 10, 12, 14, 18, 20, 21, 22, 24, 27, 29, 30, 31, 33, 36, 37, 40, 41, 46.

Weatherford: Weatherford Hardware Co.
Retail (succeeded W. E. Tate), 1, 3, 4, 5, 7, 8, 9, 14, 18, 21, 30, 31, 40, 46, 47.

Vermont

Burlington: Vermont Hardware Co.
Wholesale and retail (succeeded Holton Hardware Co.), 1 to 9, 11 to 14, 20, 24, 26, 27, 28, 30 to 34, 36, 38 to 41, 46.

Wisconsin

Cottage Grove: Oscar Thompson.
Retail (succeeded E. C. Alsmeyer), 1 to 7, 9 to 14, 18, 23, 24, 27, 28, 30, 31, 33, 34, 36, 38, 39, 41, 46.

Gillett: F. J. Hofberger.
Retail (opened new store), 1 to 9, 11 to 14, 18, 19, 20, 22, 23, 24, 26, 27, 28, 30, 31, 32, 36 to 41, 43, 45, 46, 47.

Green Bay: Charles T. Kimball, Jr.
Wholesale and retail (succeeded C. T. Kimball), 1 to 8, 10, 13, 14, 17, 18, 19, 23 to 29, 32 to 36, 38, 40, 42, 46.

Madison: H. G. Kroncke Hardware Co.
Wholesale and retail (formerly Kroncke Bros.), 1 to 7, 10, 14, 18, 19, 23, 24, 26, 34, 36, 38, 39, 40, 45, 46.

The Forsyth Mfg. Co., Buffalo, N. Y., have issued a new catalogue of metal specialties. These comprise Bath Room Accessories, Moulding Hooks, Straight Edges, Squares, Mincing Knife, House Cleaver, Match Safes, Wrench, Garment Hangers, and the "Forsyth" Coaster Brake for use on bicycles.

Butler Bros., New York, Chicago, St. Louis and other cities, have ready their spring catalogue of 350 pages. In the back of each catalogue there are usually a number of pages which contain talks and hints on how the dealer can push his business, keep his stock in the best condition, etc. There are also related the experiences of several merchants on plans they have tried to increase sales. Some "leaders" are catalogued at special prices in the house furnishing goods line. The prices in the catalogue are guaranteed until the April book is issued.

Who Makes the Goods?

An increasing number of inquiries coming from our readers naturally brings a proportion of goods asked for which we have not listed in our files. Each month some readers help us out by sending us a circular or catalogue, or the makers name of the article asked for. Such courtesies are appreciated and reciprocated whenever opportunities offer. In many instances the retail Hardwareman has an inquiry for an article, and not knowing where it can be obtained, writes to the HARDWARE DEALERS' MAGAZINE. In a large percentage of cases the information is sent by next mail. This service is free to our subscribers; they should enclose stamped addressed envelope for reply with the inquiry.

Can you help us out on the following?

No. 275—Rubber tired passenger elevator door hangers.

No. 276—"Coolidge" Socket Wrench.

No. 277—"Reno" Hand Screws.

No. 278—"Niagara" Granite Ware.

No. 279—"Surprise" Egg Beater.

No. 280—Machines for manufacture of denatured alcohol.

No. 281—Alcohol fuel engines.

No. 282—"Peerless" Door Spring.

No. 283—Metal Book Corners.

No. 284—"Dana" Combination Clamp.

No. 285—Address of Sawkins Mfg. Co., makers of wire goods.

No. 286—"Universal" Clamp Heads.

No. 287—"Martin's" Adjustable Screw Clamps.

No. 288—"International" Box Hinge Machine.

No. 289—Makers of shoe blacking tin boxes.

No. 290—"Royal" Metal Polish.

No. 291—"All-U-Want" Sewing Awl.

The Savage Arms Co., Utica, N. Y., who last year practically doubled their capacity in order to take care of increasing business, have increased their capital stock from $200,000 to $1,000,000.

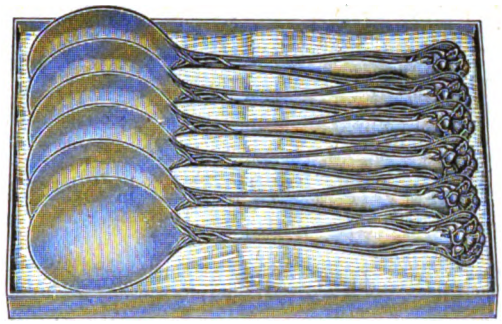
The "Y" Alligator Wrench



This makes a very good wrench. Made of good steel, and you will find you can use it in many places. Made by
F. J. McCABE, Shelton, Conn.

"VELVET TREAD" Simplest and Strongest
Our Aluminum, Steel and Fiber Wheels have become popular with all skaters.
WE CARRY A FULL LINE OF RINK EQUIPMENTS
CHICAGO ROLLER SKATE CO., 65 So. Canal St., CHICAGO

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MYSTIC
Soup Spoons

STAR (★) BRAND

silver plated knives, forks and spoons for over half a century have been known to the trade as of the highest grade produced. Every piece bearing the stamp

★ ROGERS & BRO. A=1

has over fifty years of experience back of it.

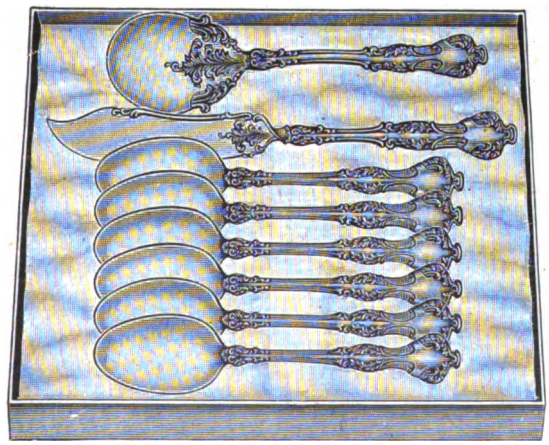
Send for catalogue.

We are always ready to aid the dealer in his advertising, and supply cuts and printed matter without cost. Send for booklet, "Advertising Hints and Suggestions, etc."

ROGERS & BROTHER, WATERBURY, CONN.

International Silver Co., Successor

New York Warerooms: 9-11-13 Maiden Lane



CREST
Tea Spoons
Butter Knife
and Sugar Shell

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MARCH

On this page we illustrate our Mascot for March, "Diamond Edge Hammers," they are perfect tools.

TRADE NORVELL-SHAPLEIGH HARDWARE CO. DE DIAMOND EDGE. MARK

——1908——

All our Salesmen are carrying samples of **Diamond Edge Hammers** This Month.
If our salesman does not call—write us.

DIAMOND EDGE HAMMERS

WE TEACH YOUR CLERKS HOW TO TALK DIAMOND EDGE TOOLS.

In each package we place a small Circular Giving the talking points.

The below is a Reproduction of the Circular packed with **"Diamond Edge,"** Nail Hammers.

MANUFACTURE All hammers bearing the **"Diamond Edge" brand** are drop forged from **bar hammer steel** of the very best quality. They are **hand ground** and polished to a **high finish.** They are carefully tempered and temper is drawn to a **toughness** that enables them to stand **very severe usage.**

HANDLES The handles are made of choice young **second growth hickory** and driven with a view to giving the tool a **perfect hang** and **balance.**

WARRANT All hammers bearing the **"Diamond Edge" brand** are designed for **first-class mechanics,** and will withstand any reasonable test. **They are fully warranted and represent the acme of perfection in tool making.**



NET WHOLESALE PRICE

No. 11½ Diamond Edge Nail Hammers as illustrated

$4.50 per dozen

Other sizes in proportion. F. O. B. St. Louis

"We market hundreds of tools under the **"Diamond Edge" brand** all fully warranted. Throughout the line we have looked after

QUALITY
STYLE
FINISH
ASSORTMENT
VARIETY
BOXES
LABELS
TALKING POINTS

IF YOU HAVE NOT SEEN

"THE GIMLET"

Our New House Magazine, Edited by Mike Kinney, write us and we will mail you a sample copy.

WE GIVE EXCLUSIVE AGENCIES. IF INTERESTED WRITE US.

NORVELL-SHAPLEIGH HARDWARE COMPANY

Established 1843 **ST. LOUIS**

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FOX FLOOR SCRAPERS

are MONEY MAKERS



The FOX No. 1

The greatest **LABOR** and **MONEY SAVING** carpenters' tool on the market. Built on right lines, simple in construction, easy to operate and does perfect work. Will save its cost in a couple days work and last a lifetime.

Every carpenter needs the **FOX No. 1 FLOOR SCRAPER.**

Write us for prices and advertising.

Dealers make good money handling our line. You want your share of the business.

Our tools are being sold in every part of the country and are giving the finest of satisfaction. Carpenters and woodworkers realize their value and all wide-awake dealers should carry them in stock.





THE FOX CABINET SCRAPER

THE HANDIEST WOOD FINISHING TOOL ON THE MARKET. The body slides on the floor, insuring a cut of uniform depth. Blade fastened with a handy clamp—can be adjusted or reversed in a second's time—works equally well in a horizontal or perpendicular position Never leaves waves. Unequaled for floor, cabinet and bench work.

FOX MANUFACTURING CO., 185 Second St., Milwaukee, Wis.

"Bestyet" Stropper



This cut "shows" **GILLETTE** blade inserted—ready for use.

The **"BESTYET" STROPPER** is indeed the *best* yet. It enables you to strop **BOTH EDGES** of your blade **WITHOUT** taking it out of the frame (the old way) **BOTH EDGES BEING EXPOSED** (see cut above).

The **"BESTYET"** is constructed on **SCIENTIFIC PRINCIPLES.** The **EVEN BALANCE,** and the **THICKNESS,** assures a **PERFECT** bevel and an **EVEN** stroke, the result of which enables you to strop your blade to **PERFECTION.**

Those using the **GILLETTE** razor, also **ALL** other razors with **DOUBLE EDGE** blades, can, by using the **"BESTYET"** use the blades **MANY** times, thus reducing the cost of shaving to a **MINIMUM,** to say nothing of the **COMFORT** derived by giving your blade a few strokes on **ANY KIND** of a strop with the **"BESTYET" STROPPER.**

Retails for 50 cents each. For prices write to **FOR SALE BY ALL FIRST CLASS JOBBERS.**

JOHN G. BESTGEN & CO., Patentees and Manufacturers, 161 Summer St., Boston, Mass., U. S. A.

Are You a Reaper?

We have planned a comprehensive advertising campaign to open early in the Spring and continue throughout the Summer in the leading general and recreation magazines. Thousands of dealers are reaping the benefit of this campaign—Why not you?

The Hawkeye Refrigerator Basket

has a ready sale and the demand is constantly increasing. Picnicers, sportsmen, fishermen, motorists, etc., who use them are always sure of cool, fresh, appetizing food and drink. It's a perfect refrigerator in a strong wicker basket that can be locked. You can't afford to be without this popular business getter. If your jobber can't supply you write us for illustrated catalog, prices and discounts.



Burlington Basket Co., 200 Main St., Burlington, Ia.

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YOUNGSTOWN, OHIO
RELIANCE
WARRANTED
Trade Mark Registered
In the U. S. Patent Office

"RELIANCE" TOOLS

MADE ESPECIALLY FOR FINE TRADE DESIRING THE BEST



"QUALITY PRODUCERS"

IT'S EASILY EXPLAINED why people buy RELIANCE tools from choice and show them with pride to their friends. It's all owing to the exceptional quality of the article—and the dealer in position to furnish the goods not only makes a nice profit on the transaction, but excites favorable comment concerning his stock and immediately becomes popular with the tools. Other sales are sure to follow, and so the business goes on increasing—strictly on a quality basis, which is the most profitable method among merchants.

What could be simpler than buying the best CHISELS, GOUGES and DRAWING KNIVES made? They're sure to sell.

BEST TOOL BUYERS REALIZE A GREAT ADVANTAGE IN HAVING A LINE SO VERY DISTINCTIVE.

THE RELIANCE EDGE TOOL CO.

Youngstown, Ohio



"THE ARROW CAN AND PAIL"

Trade Mark registered U. S. Pat. Office

FOR ASHES AND GARBAGE

MADE IN SIX SIZES

Body is one piece, having flutes inside of which are steel rods run through holes in solid top and solid bottom, making it impossible to pull the bottom and top apart. For full Particulars and Prices write to

THE ARROW CAN CO. 35 Warren Street, New York

Sole Agents for Canada, THOS. DAVIDSON MFG. CO., Montreal, Canada.

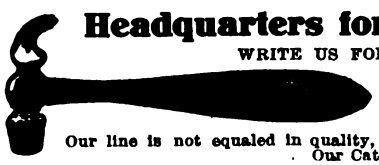


"SYRACUSE," the Nail Sets of Quality

It pays to sell them because they are the best. Not "how cheap" but "how good." Points 2, 3 and 4-32, assorted or solid sizes as ordered. Ask for quotations.



Made by SYRACUSE TWIST DRILL CO., 924 Grape St., Syracuse, N. Y.



Headquarters for Quick Selling Specialties

WRITE US FOR PRICES AND DISCOUNTS ON

FIVE AND TEN CENT GOODS

NICKEL PLATED HAMMERS, ETC.

Our line is not equaled in quality, style, finish and price. *Let us prove this assertion.* Our Catalogue will interest you.

FRANKLIN SPECIALTY CO., 811 Cherry St., Reading, Pa.

NEW YORK OFFICE: S. J. Eisenmann, 102 Chambers St.



BUILDING PAPERS

A line of all grades suitable for the **Hardware** and **Building Trades.**

Write for Sample Book and Prices.

C. B. HEWITT & BROS., 48 Beekman Street, NEW YORK CITY

Headquarters for HARDWARE WRAPPING PAPERS and WOODWORKING GLUES.

Eastern Agents for CONGO NEVER-LEAK ROOFING Send for Samples and Price List.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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EVERYTHING for AUTOMOBILE DEALERS AND OWNERS

WE ARE MANUFACTURERS' AGENTS AND DISTRIBUTORS, MANUFACTURERS, IMPORTERS, JOBBERS AND WHOLESALERS OF

AUTOMOBILE SUPPLIES, MATERIALS, ACCESSORIES AND TOOLS

WESTERN DISTRIBUTORS OF

CONTINENTAL TIRES BEST BY EVERY TEST

WE GIVE YOUR ORDERS
CAREFUL AND ACCURATE SHIPMENT
PRICES THAT ARE RIGHT
PROMPT AND COURTEOUS ATTENTION

EXCELSIOR SUPPLY CO.

Established 1878

233-235-237 Randolph Street, CHICAGO, ILL.

SEND FOR NEW 1908 CATALOGUE No. 71



Refrigerator Drip Pan.

CAN'T SPILL A DROP!

Are you wise to this?

CAN BE LIFTED AND CARRIED WITHOUT A DROP GETTING ON THE FLOOR

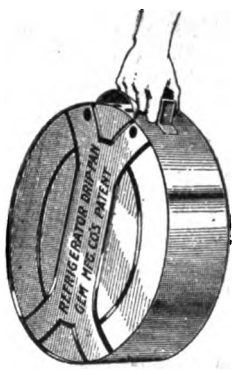
A boon to housekeepers. Will sell at sight.

Holds five gallons and is scientifically constructed of heavy galvanized steel.

Get your order in early to ensure seasonable delivery.

GEM MFG. CO.

Chelsea Station Boston, Mass.



Door Springs

DO NOT BUY UNTIL YOU KNOW ABOUT THE **"Wagner Jointed Spring"**



WRITE FOR OUR COMPLETE CATALOG

WAGNER MFG. CO., Cedar Falls, Iowa



ICE TOOLS
ELEVATORS—CONVEYORS

SEND FOR CATALOG

Gifford-Wood Co.

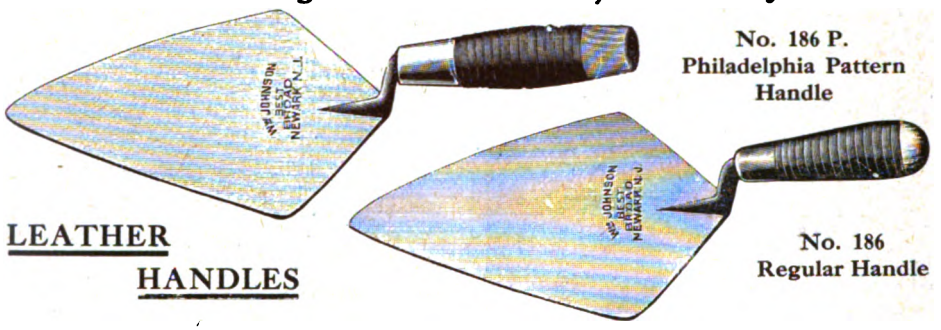
HUDSON, N. Y.
ARLINGTON, MASS.
CHICAGO, ILL.

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WILLIAM JOHNSON

Hedenberg Works. Newark, New Jersey



No. 186 P.
Philadelphia Pattern
Handle

LEATHER
HANDLES

No. 186
Regular Handle

High Grade Special Extra Broad Trowels

Made on Suggestions of Masons and Bricklayers

Have large sale wherever introduced

All styles of Brick, Pointing and Plastering Trowels. High Grade Garden Trowels of several kinds.

I also make Spokeshaves, Screw Drivers, Registering Calipers, Outside, Inside and Double Calipers; Pattern Makers' Pinch Dogs, Tack Claws, Extension Leg Dividers, Wing Dividers, Conductors' Punches, Revolving Punches, Spring Punches, Belt or Saddlers' Punches; Masons' Brick Jointers, Gas Pliers, Cold Chisels, Cape Chisels, Plumbers' Tools and many other Mechanics' Tools.

Send for Catalogue and Prices.

GLASCOCK'S RACERS

"THE MONEY-MAKERS" FOR YOU



The Strongest, Speediest, Most Elegantly Finished Hand Cars on the market. Built in four sizes for both boys and girls. Advertised in all the leading magazines for your benefit. Write for our illustrated catalogue. We have real talking points.

"We will exhibit our line at the following Hardware Shows to be held in connection with the annual meetings of the Retail Hardware Dealers' Association:

Milwaukee, Wis.,	Feb. 5th to 7th.
Cedar Rapids, Ia.,	Feb. 18th to 21st.
Indianapolis, Ind.,	Feb. 18th to 20th.
Buffalo, N. Y.,	Feb. 18th to 21st.
Columbus, O.,	Feb. 25th to 27th.
Peoria, Ill.,	Feb. 26th to 28th.

"Don't forget to call upon us."

GLASCOCK BROS. MFG. CO., MUNCIE IND.

The New England Enameling Co., Inc.



Factories, MIDDLETOWN and PORTLAND, CONN.

Before purchasing elsewhere get our prices on Enameled Ware and Galvanized Ware.

We are the only manufacturers not bound by any trade agreements, nor are we members of the Metal Ware Association. A trial order will convince you.



Full line of samples of our manufacture can be seen at No. 736 Broadway, New York. H. GINSBURG, Sales Agent.

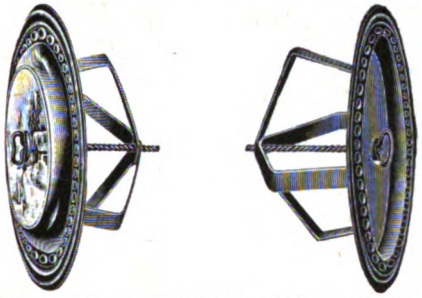
Ideal *Ideal*

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"ANDREWS' SPECIALTIES"

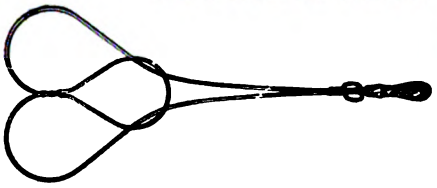
ARE

Patented, High Grade House Furnishing Necessities. Made to Please the Customer. Sell Easily and Pay Good Profits



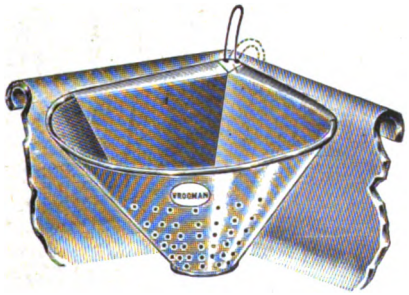
HIGGINS PERFECT FLUE STOP

"Grips like a Vise" in the Flue
Can't be Blown Out
Easy to Put In and Take Out



"ANDROCK" CARPET BEATER

"So Easy on the Wrist"
The Liveliest Beater Made
Lively in Use, and a Lively Seller



MRS. VROOMAN'S SINK STRAINER

Hangs in the Corner
Keeps the Sink Clean
Hands Never Touch the Garbage

Send for New Catalogue

Andrews Wire and Iron Works
ROCKFORD, ILL.

IT'S A LIFE-SAVER

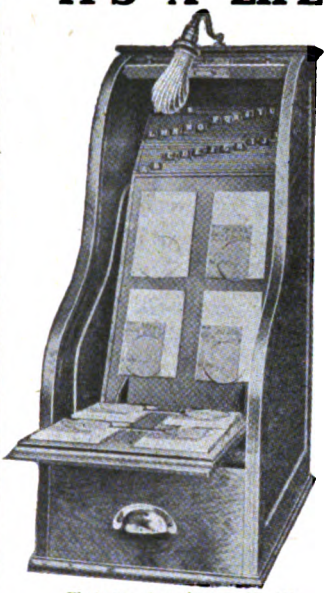


Illustration above shows our No. 200 Roll Top Model.

Many a Hardware Merchant has classed our modern system as a life-saver in their business. It surely has made their labor less and their profits greater. It means:

No Books to Post,
No Bills to Make Out,
No Collection Disputes.

It means more than the above. It means a thoroughly satisfactory way of doing business.

The Huber Account Register System

has received the enthusiastic endorsement of thousands of your fellow merchants. It will prove equally profitable to you.

Remember that this labor saving system will take care of your business thoroughly, and it matters not whether you have 50 accounts or 5,000.

Write to-day for our new catalogue.

HUBER ACCOUNT REGISTER COMPANY
Buffalo, New York



"Better Than Need Be" Goods

ICE PICKS—16 styles. Needle pointed, highly tempered pick points are GROUND, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS—of the HIGHEST GRADE, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES—with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

Catalog for the Asking

THE GILCHRIST COMPANY
NEWARK, N. J.

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EUREKA

ROLLER BEARING
ELEVATING WALL
CLOTHES DRIER



Guaranteed to be as represented.

Folding Tables
Bath Tub Seats
Coat Hangers
and
Dust Pans

Send for Catalog.

Manufactured by

ECLIPSE MANUFACTURING CO.

North Girard, Pa.
U. S. A.

(Lowered Ready for Loading.)

75 Per Cent. Profit

in the sale of

Reliable Incubators and Brooders



Best by 26 Years Test — You Run No Chances
Made to Hatch

We send you an Incubator and a Brooder on 60 days' time. Place them in your store and see how easy it is to sell them.

THIS PROFIT IS YOURS

Write for Full Details and Our 1908 Catalogue

Address

Reliable Incubator and Brooder Co.
Box 700 QUINCY, ILL.

LIQUID GRANITE

FOR FLOORS AND WOODWORK EXPOSED TO SEVERE WEAR

is in a class by itself. There is no varnish so satisfactory to the man that uses it and the man that owns the floor.

Drop us a line and we will send you samples of wood finished with Liquid Granite.

BERRY BROTHERS, Limited

VARNISH MANUFACTURERS

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Baltimore 29 S. Hanover St.
ESTABLISHED 1858
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Walkerville, Ont.
Chicago 48-50 Lake St.
Cincinnati 420 Main St.
St. Louis 112 So. 4th St.
San Francisco 668 Howard St.

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The Buffalo Mfg. Co. Buffalo, New York

Manufacturers of

High Grade Standard Metalware

Water Filters, Chafing Dishes, Water Coolers, Coffee Extractors, Table Kettles and Stands, Cuspidors, Wine Coolers, Nursery Chests, Baking Dishes, Candlesticks, Crumb Trays and Scrapers, Tea and Bar Urns, Coal Vases and Hods, Bath Room Fixtures, Match Safes, etc.

Free Catalogue to the Trade

Correspondence and your BUSINESS is very respectfully solicited

Branch Offices: 18 Warren St., New York. 1430 Arapahoe St., Denver, Col. 40 Dearborn St., Chicago. 352 Washington St., Boston, Mass. 51 Yonge St., Toronto, Canada. And London, England.

Tolerably Good Benches


No. 1 BENCH.

Are Not Quite Good Enough For Your Trade

Why bother with them?

The really good kind cost no more and are considerably more profitable to handle. Send for catalog.

GRAND RAPIDS HAND SCREW COMPANY

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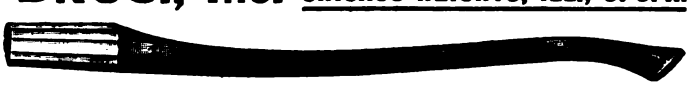
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Harness Dressing

HARNESS OIL.

Preserves and softens the leather, consequently adds life. Compounded with pure neatsfoot oil.

The very best article of its kind. Unequaled for use by both manufacturer and owner of harness.

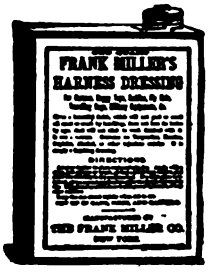
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Second in quality only to our Frank Miller Harness Oil. Superior to all others.



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Gives an elastic, durable water-proof gloss and is positively safe to use on finest stock.



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Superior to Castor Oil; lasts longer and will not gum.



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Unrivaled for cleaning and softening the leather, absolutely pure.



Our preparations are uniform in quality and the quality the best.



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The "Sure Grip"
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is taking the place of all other hoisting blocks : :

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6 to 7-inch nested. RIDGE grips pipe tight. Cheap as common thimbles.

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The Ohio Cooker is being advertised in magazines having a circulation of over ten million women, who are interested in a kitchen device that will save kitchen drudgery, reduce their fuel bills 50 per cent., and save as much more in time, labor and provisions. It cooks all articles of food deliciously, and makes tough meat tender.

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PLANTER "The Old Reliable"

Easily Operated by a Boy or Girl

Fitted with Sheffield's famous adjustable "seed disc," which rotates similar to the disc in a horse planter.

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The best features of all others combined in this planter. The handle is adjustable to the height of the operator. The jaws and points are superior to any other.

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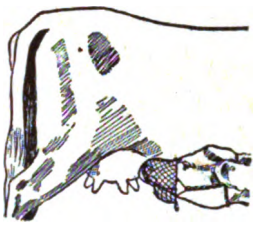
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Also manufacturers of Coat, Pants, Suit and Hat Hangers, Carpet Beaters and other wire novelties.

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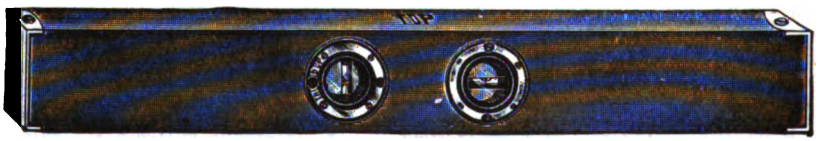
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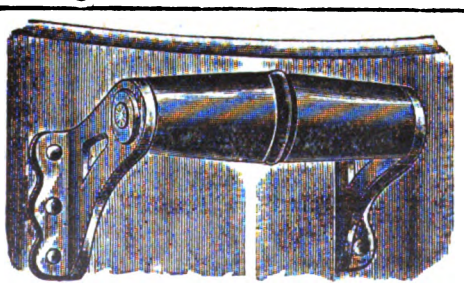
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Keystone Boiler Handles



No. 1. Regular size for oval boilers.
No. 2. Regular size for square boilers.
No. 3. Extra Heavy for oval boilers—can be shaped to fit square end boilers.
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THE BEST BABBIT METAL ON THE MARKET

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Some articles like Simonds Saws are profitable sellers on account of their intrinsic value.

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Yes!

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Andirons, Fenders, Firesets, Candlesticks, Door Knockers and Hardware Specialties

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LUFKIN Measuring Tapes and Rules

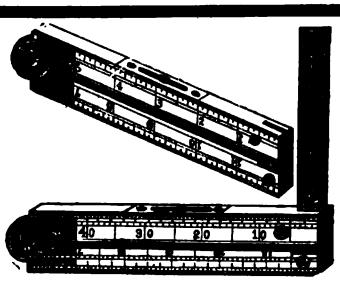


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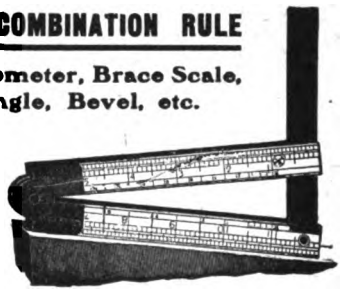


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Price of Sample by Registered Mail, $2.00 Net

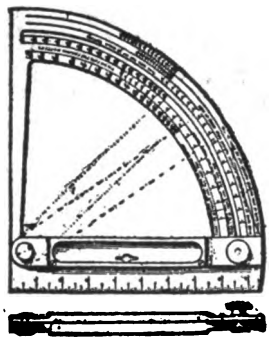


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PINE MEADOW, CONN., U. S. A.

Manufacturers of Rules, Levels, Planes, Gauges, Hand Screws, Etc.



A NEW TOOL

for Carpenters! Price $3.50

What some Mechanics say about it:

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Mr. Calhoon has demonstrated the workings of the tool before the various local unions and District Council of this city, and we believe it is the best mechanical device of its kind ever put on the market.

CHAS. E. BACON, President.
Z. F. CARRIGAN, Secretary.

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Mr. Calhoon—After examining your Rafter and Polygon Bevel would say that I consider it one of the most complete framing tools I have seen.

O. C. KAGELMACHER,
Mechanical Laboratory, Case School Applied Science.

CLEVELAND, Oct. 15, 1907.

Mr. Calhoon has demonstrated the workings of the tool before the Carpenters' District Council, and the Carpenters' District Council of Cuyahoga County has endorsed the same.

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The Rafter and Polygon Bevel is a handsome, practical, durable tool, particularly adapted to cutting rafters, etc., and it should be in the hands of every carpenter and joiner in the country. The calculations in cuts, pitches, lengths, etc., given on this tool are more nearly correct than can be found on any square on the market, the calculations having been carried out to th ehundredth part of an inch.

It is the embodiment of the draft-board, square, try-square, bevel-square, plumb, level and bevel-protractor in one small compact and convenient tool.

Merchants can be supplied by any of the following Wholesale Jobbers of Cleveland, O.:

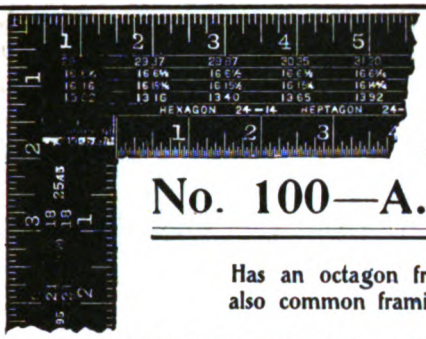
The W. Bingham Hardware Co.
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OUR NEW

No. 100—A. FRAMING SQUARE

Has an octagon framing rule on back of body of square; also common framing rule on face. For particulars address

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No. 31 SOLID CHERRY
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Two Level Glasses. One Plumb Glass
Side Glasses may be reversed at any time; all easily adjustable
All Glasses in plain view from either side
Glasses marked with two indelible lines
Brass trimmings on both sides

THE BAKER-McMILLEN COMPANY, Proprietors of
AKRON SPIRIT LEVEL WORKS, AKRON, OHIO

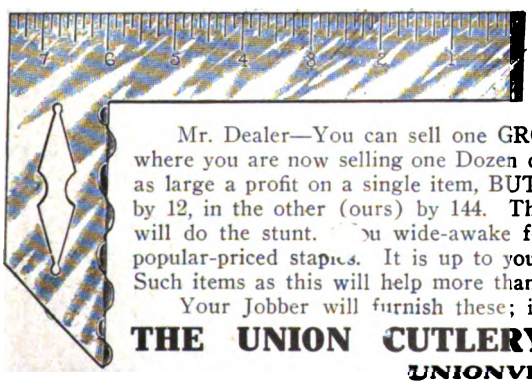
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Mr. Dealer—You can sell one GROSS of this new patented Tool Specialty where you are now selling one Dozen of the old style featureless Try Square. Not as large a profit on a single item, BUT in one case you multiply your single profit by 12, in the other (ours) by 144. The goods on your shelves and a little Display will do the stunt. You wide-awake fellow, take notice! Your best profits are in popular-priced staples. It is up to you to make the year 1908 a profitable one. Such items as this will help more than you have any idea.

Your Jobber will furnish these; if not, we will.

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(BEST IN THE WORLD)



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THIS MARK
found only on Genuine ARMSTRONG GOODS. Avoid any imitation. The mark is imitated—the *quality* of the goods *never*.
Water, Gas and Steam Fitters' Tools, and Machines for Pipe Cutting and Threading.
Write for Complete Catalog.
THE ARMSTRONG MFG. CO.
291 Knowlton St. Bridgeport, Conn.

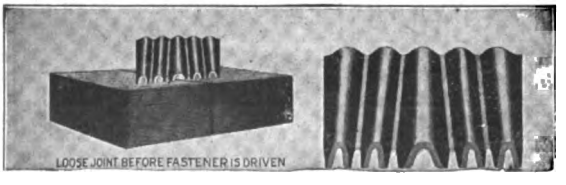
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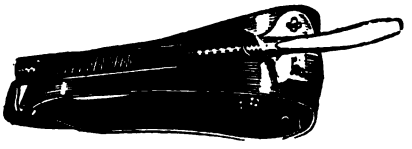


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It is made on the well-known Glidden Type, of high-grade galvanized steel wire, and is a high-grade article in every respect.
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ACME SAW TOOTH
Corrugated Joint Fasteners, Either Parallel or Divergent Corrugation.
DRIVES EASILY—CUTS CLEAN
Put up in cartons of 1,000 each for shelf hardware trade.
SOLE MANUFACTURERS
ACME STEEL GOODS CO.
CHICAGO 28 Elm St., NEW YORK



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***The* "AKIN HUSKER"**

1.—It has a spring mounted point—a new and superior feature 2.—It holds the hand firmly together making it IMPOSSIBLE TO JAR HANDLE OR STRAIN WRIST and does not penetrate the ear when removing the husks. 3.—It removes more husks than other pins or hooks do. 4.—It slips over mitten or glove and it is impossible to blister the hands or fingers. 5—It has been thoroughly tested by practical huskers and pronounced in every way satisfactory.

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Finished in Aluminum or dead black.
Inside dimensions 10 x 5½ x 2¾ inches.
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STARRETT TOOLS



CATALOG Nº 18

THE L. S. STARRETT CO.
ATHOL, MASS.
U.S.A.
NEW YORK, CHICAGO, LONDON

A New Catalog

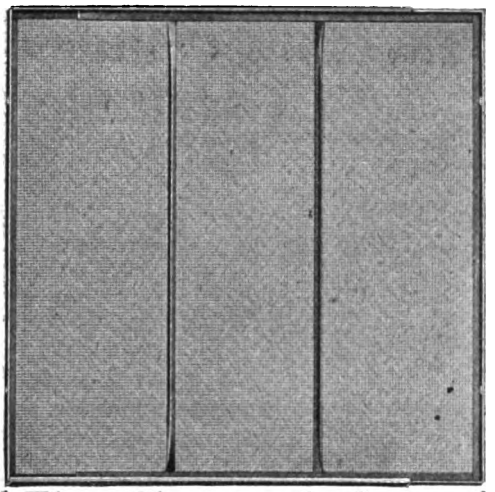
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METAL FRAME—ADJUSTABLE
RUST PROOF
Used as a PERMANENT outside Screen or Under the Sash.
HIGH IN MERIT LOW IN PRICE
Write for Catalog

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You're not the only Dealer who



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"3 in One"

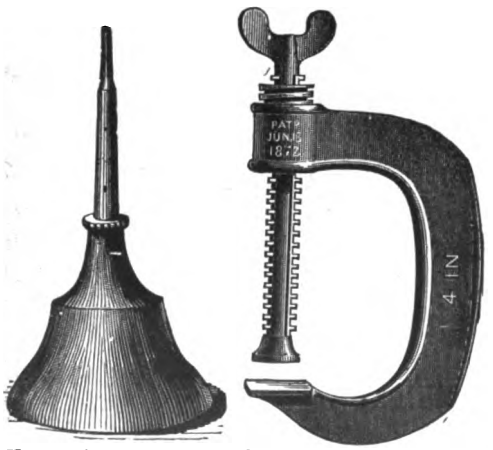
sells itself. The name is a household word—the oil is a household need. "3 in One" has been lubricating, cleaning, polishing and preventing rust from Maine to California for 12 years. "3 in One" has stood the test of time—the test of hundreds of thousands of users. Then why labor to sell unknown, untried oils in its stead? Cui bono? Think it over, Mr. Dealer.

Your jobber is waiting for your trial order for "3 in One." Will he get it? When?

Good for Locks, Clocks, Hinges, Furniture, Firearms. Fishing Tackle.

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10 and 25-cent sizes. Sold by All Jobbers.

PATENTED ARTICLES OF
MALLEABLE IRON
NEW **Pattern Heavy Screw Clamps**
— Strongest in the Market —



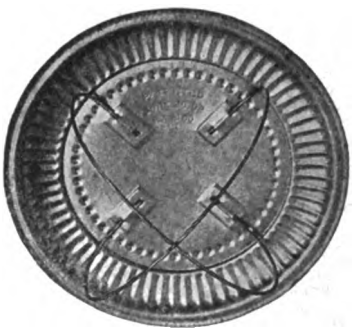
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Hammer's Malleable Iron Hand Lamps
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For sale by all the principal Hardware Dealers.
Send for Price List.

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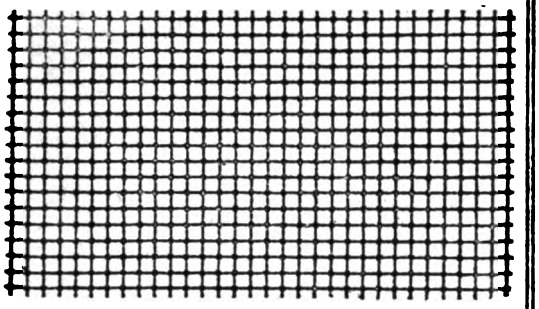
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Absolute Simplicity
Folding Wire Fastener
Sold by all Jobbers

Manufactured only by

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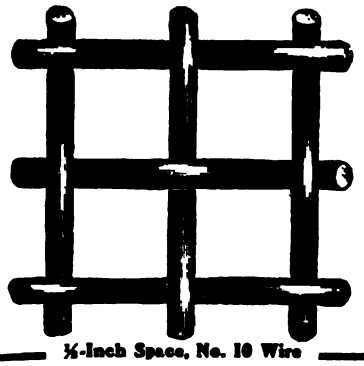
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WIRE CLOTH, *all kinds*
Fly Screen Cloth, Painted, Galvanized or Bronze.
SCREENS,
Coal, Ore or Sand.
RIDDLES,
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Quality right, Prices right.
Write for them.

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The Old Reliable—Always Satisfactory

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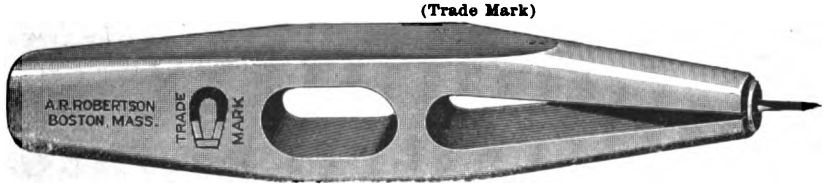
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(Trade Mark)



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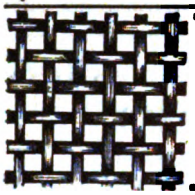
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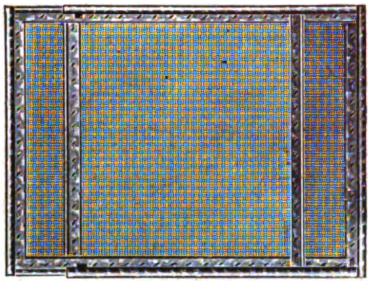
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FLY FIRE Proof

Proof Against Disease Germs
Rust Proof :: Weather Proof
DURABLE AND PRACTICAL
Ask Your Jobbers

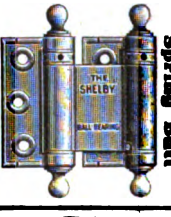
THE METALLIC SCREEN COMPANY
COLLINS, WISCONSIN

The Shelby "Chief"



The Reason Why

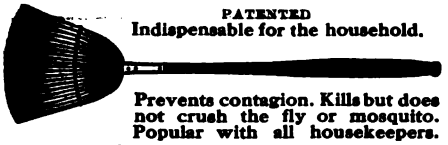
you should handle The Shelby "Chief" Double-Acting Floor Hinges and the Shelby Ball-Bearing Spring Butts, is because they will sell more readily than any other hinges on the market. They are neat, attractive, strong, durable and well known.
Write for prices and our new catalogue No. 14.
THE SHELBY SPRING HINGE CO., Shelby, O.



The Shelby Spring Butt

THE BIGELOW WIRE FLY KILLER

PATENTED
Indispensable for the household.



Prevents contagion. Kills but does not crush the fly or mosquito. Popular with all housekeepers.

J. F. BIGELOW, Manufacturer
Worcester, Mass.

Sold by the hardware trade. Send for prices.

SANITARY WIRE SINK BRUSH
Will not rust.



Non-absorbent. No disease germ can adhere to the brush

NEW YORK AGENTS:
WILSON BROS., 107 Chambers St., N. Y.



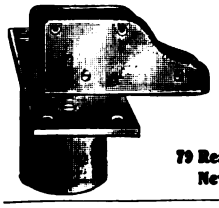
Display Holder

Spring Steel Stock and Poultry Fence



Made of High Carbon Spring Wire. Suitable for all purposes. Farm Gates and Fence Stretchers.
SPRING STEEL FENCE & WIRE CO., ANDERSON, IND.





SUPERIOR

FLOOR SPRING HINGES AND DOOR HOLDERS

Best and Neatest Yet

Order from your Jobber. If he hasn't them, write us, but take no substitute

79 Reade Street, New York
SUPERIOR SPRING HINGE CO.
123 South Clinton St., Chicago, Ill.
322 E. Third St., Los Angeles, Cal.

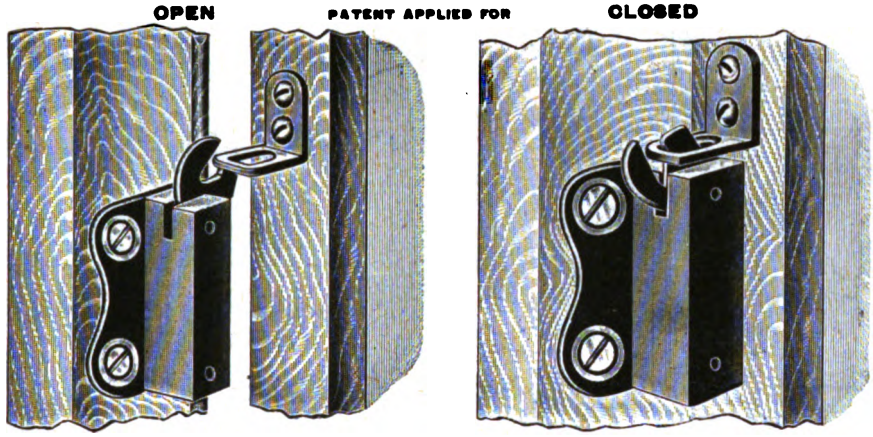


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Watrous Automatic Door Catch

Two-thirds Actual Size

OPEN PATENT APPLIED FOR CLOSED



For screen doors, storm doors, office gates, etc. Holds the door tight shut and prevents sagging open at the top or standing ajar.
Neatest, cheapest and best acting door catch on the market. No templet needed. Anyone can put it on in two minutes. The lightest trip and the strongest hold. Mounted Model frame free with each first order of three dozen or more. If your jobber does not carry it write us and we will give you name of someone covering your territory who does.



Patent applied for

Japanned Steel Door Buttons

Half the weight of the cast, much stronger, and will not break. No higher in price and twice as good. Made in all sizes from 1⅛ to 2½ inches. Insist on having them. Carried by all leading jobbers. Write us for samples and name of nearest jobber.
Patent applied for.

THE E. L. WATROUS MFG. CO., Des Moines, Iowa

MATCHLESS FLOOR HINGES

The up-to-date Hardware Dealers sell the Original

MATCHLESS

Floor Hinge, Jamb Hinges and Hardware Specialties

If you cannot procure of your jobbers, write us

MATCHLESS JAMB HINGES

LAWSON MFG. CO., 40 Dearborn St., Chicago, Ill.
NEW YORK OFFICE, 101 Reade St. BOSTON OFFICE, 224 Franklin St.

Ask for our new Catalogue No. 27

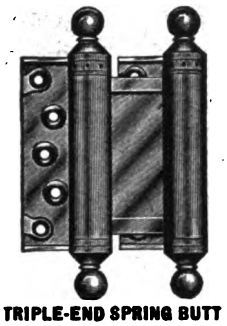
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CHICAGO SPRING BUTTS

TRADE CSB CO MARK

DURABILITY EFFICIENCY

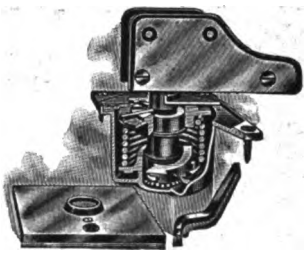
A PRODUCT OF RECOGNIZED SUPERIORITY



TRIPLE-END SPRING BUTT



CHICAGO SPRING BUTT



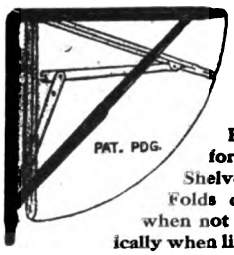
CHICAGO FLOOR HINGE

TRADE CSB CO MARK

Chicago Spring Butt Company

CHICAGO — CATALOGUE ON REQUEST — NEW YORK

TRADE CSB CO MARK



GRIFFIN'S FOLDING BRACKET

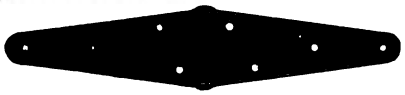
Best and only Bracket for Folding or Swinging Shelves.

Folds down against the wall when not in use. Locks automatically when lifted up.

Griffin's Pressed Steel Shelf Brackets

(PATENTED.)

Are the strongest, best finished and best selling goods on the market

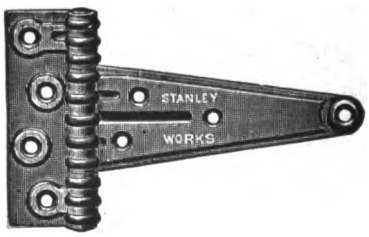


Strap, T and Butt Hinges

THE GRIFFIN MFG. CO.

ERIE, PENNSYLVANIA

STANLEY'S STEEL CORRUGATED STRAP and T HINGES



LEADERS IN THEIR LINE

For Sale by All Jobbers

Send for "Autobiography of a Yankee Hinge." Mailed Free

THE STANLEY WORKS

79 Chambers St., New York — NEW BRITAIN, CONN.

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BOMMER
SPRING HINGES

ARE QUALITY GOODS



Durable
Neat
Efficient
Reliable



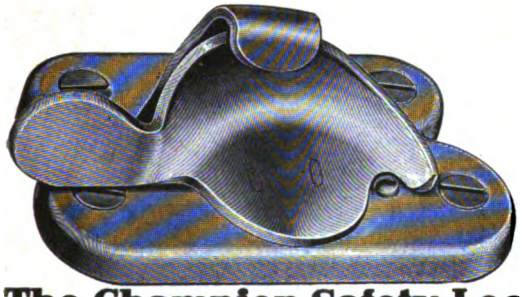
The
Springs
never
go lame



Spring Hinges lead the strenuous life in Builders' Hardware; no other article in the entire line endures such wear and tear; therefore don't err in judgment, use Bommer Spring Hinges, they stand up to their work.

Bommer Brothers, Manufacturers, Brooklyn, N. Y.

MONITOR SASH LOCKS

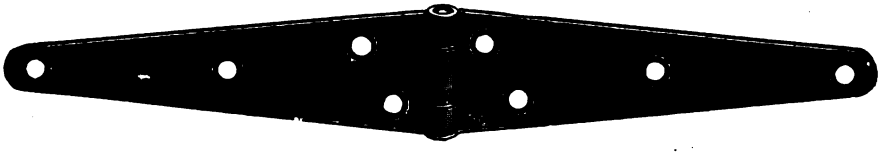


NEVER BREAK
TRADE-MARK

Your customer wants them, and You sell them, because they are the best

"A man often pays dear for a small frugality"

The Champion Safety Lock Co. - Geneva, Ohio



We manufacture and carry in stock at all times a complete line of STRAP and "T" HINGES, HINGE HASPS, HASPS, HOOKS and STAPLES, STAPLES Etc. Our prices will interest you.

NATIONAL MANUFACTURING CO., Sterling, Ill.

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The Greatest Heat at Lowest Cost

Is obtained by using Clayton & Lambert Fire Pots and Torches. All our burners are exceptionally powerful generators, consuming but half the gasolene others require. Easy adjustment, quick action, satisfactory work and a wide range of utility make a C. & L. Fire Pot or Torch a money-saving and money-making proposition to you. Every practical feature that over twenty years' successful experience as manufacturers can produce, finds its highest development in our line. Material, construction and lasting qualities leave nothing to be desired. Read our booklet. It's free.



No. 1 FIRE POT
$6.00 Net

Jobbers supply at factory price, or we will ship direct if cash accompanies the order.

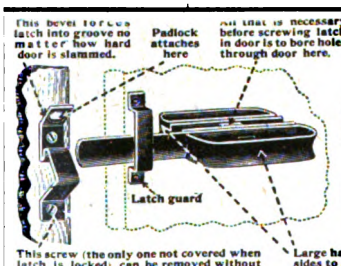
Clayton & Lambert Mfg. Co., Detroit, Mich. U. S. A.

Wood Mantels
FOR EVERYBODY
But we sell them to
DEALERS ONLY

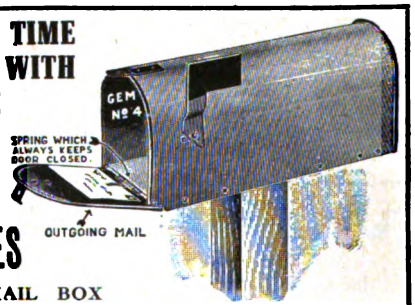
18 years experience in making the most complete and up-to-date mantels.

Write for free catalogue.

The IRONTON WOOD MANTEL CO.
IRONTON, OHIO



THIS IS THE TIME TO GET IN LINE WITH TWO OF THE VERY BEST SPRING SPECIALTIES



THE GEM NO. 4, with self-closing door. RURAL MAIL BOX and the JEWEL ALL-STEEL 25 CENT BARN DOOR LATCH.
A catalog of our fine line of Specialties free for the asking.

INSIST on your jobber furnishing these, or order direct

THE PECK-HAMRE MANUFACTURING CO., Berlin, Wis.

Howland Pump Oiler



Used the world over. Standard everywhere. Pumps the oil to the bearings at the first stroke and in just the quantity desired.

For sale by all jobbers in the U. S. and Canada

MAPLE CITY MFG. CO.
MONMOUTH, ILLINOIS

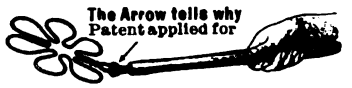


Patented.

Wooden shoulder saddle making it easy to attach pad

Steel Mortar and Brick Hods
Manufactured by
The Cleveland Wire Spring Co., Cleveland, O.

All of the Dust with Half the Work



LOOSE HEAD TAKES THE STRAIN

THE FLAIL DUST BEATER
Manufactured by
USEFUL ARTICLE CO., 420 Auburn Ave., Buffalo, N. Y.

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"Way Ahead"



Of the grind-stone or any other apparatus for sharpening table or kitchen cutlery or edge tools of every kind are our

HAND AND FOOT POWER

Grinders AND Tool Sharpeners

Four sizes. Needed in every home—every day in the year.
Every grinder guaranteed.
Be sure; Get our catalogue with Discounts to the trade—to-day.

ROYAL MANUFACTURING CO.
208 E. Walnut St., Lancaster, Pa., U. S. A.

New York, 176 Fulton St., Herbert Porzer & Co., Mgrs.
Chicago, 113-115 Michigan St., E. G. Curtis & Son, Mgrs.

BISSELL'S



Little Daisy.

"CYCO" Bearing Sweepers

SEASON 1908

Over Sixty Different Styles.

The largest and most complete line of carpet sweepers ever offered to the trade, sizes ranging from the baby toy to the mammoth hall machine. We illustrate herewith a few of our leading brands.
Write for our Easter Offer, the most liberal we have ever made at this season of the year.

BISSELL CARPET SWEEPER CO.
GRAND RAPIDS, MICH.

(Largest and only exclusive Carpet Sweeper Makers in the world.)

BRANCHES:
New York.
Niagara Falls, Ont.
London, England.
Paris, France.



Triumph.

Hardware and Implement Dealers



BE READY

to meet the demand which we are creating for THE

Illinois Dairy Separator

¶ We have just awarded a contract to the *largest advertising agency in the world* for an advertising campaign. To start at once.

This will aggregate many thousand dollars. Bound to bring results to live dealers.

Supreme Among Dairy Separators

Among its Advantages are

Complete Separation
Ease of Operation
Improved Safety Clutch
Ease of Cleaning
Great Durability
Low Down Supply Can
Involute Turbine Disc

BACKED BY OUR GUARANTEE

¶ Because it is made much heavier than any other machine of its kind, has simplest and most highly perfected speed mechanism and built to last from 18 to 20 years.

Write for Catalogue and Prices.

American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Digitized by Google

Count the Windows in Your House

¶ Estimate the number in your city.

¶ This will show you the extent of the window screen frame business.

¶ Sell a frame that will not sag nor warp —that costs less than any other, and the business is yours.

¶ In other words sell the Arcade Screen Frames.

¶ A postal card will bring full information.

Arcade Mfg. Co., Freeport, Ill.

It Pays to Sell

Columbian

Spring Jamb Hinges
Spring Floor Hinges
Coat and Hat Hooks
Wrot Steel Registers
Blacksmiths' Vises
Machinists' Vises
Joist Hangers

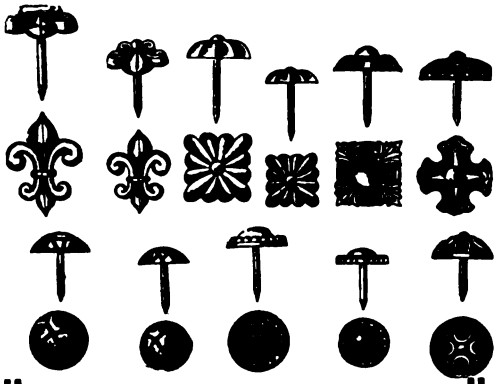
QUALITY AND PRICE RIGHT

The Columbian Hardware Company

Ask for 1908 Catalog CLEVELAND, O., U. S. A.

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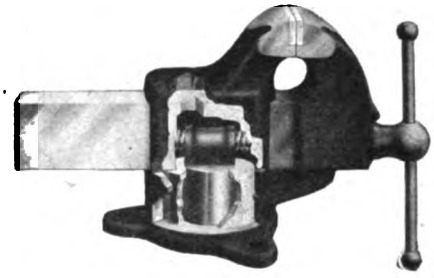


FANCY NAILS

Silver Oxidized
Fire Gilt
Antique or Nickel
Natural or Gilt

Send for Catalogue if you want
Business Getters

The Turner & Seymour Mfg. Co.
Torrington, Conn.



NOTE ITS SIMPLICITY

Automatic Swivel

Locks automatically by tightening the jaws

SAVES 20 PER CENT. VISE LABOR

Send for Catalogue

ROCK ISLAND TOOL CO. ROCK ISLAND ILLINOIS, U.S.A. **ROCK ISLAND**

NEW YORK 136 LIBERTY ST.
CHICAGO 110 LAKE ST.
DENVER, 208 McPHEE BUILDING

Here You Are, Mr. Dealer

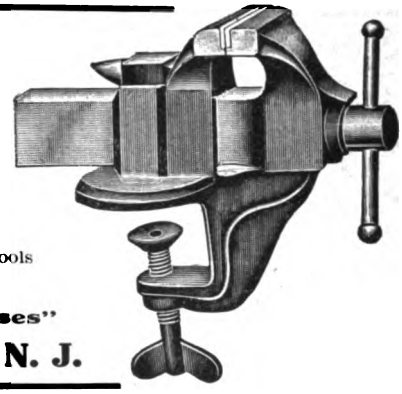
Just what you want
A Complete Line of

HIGH-GRADE AMATEUR VISES

Put one on your counter and every man who handles tools around his house will buy one.
Small in size but a giant in strength.

Send for our Proposition on "Jersey Vises"

LEAVENS MFG. CO., Vineland, N. J.



FOR TUBULAR RIVETS

NOTICE!

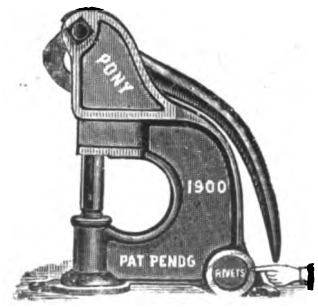
FOR BIFURCATED RIVETS

Every Pony Riveter is Guaranteed against Imperfections in Workmanship or Material. They are made of

MALLEABLE IRON

AND ARE FOR SALE BY JOBBERS EVERYWHERE

F. H. SMITH MFG. CO., Chicago, U. S. A.



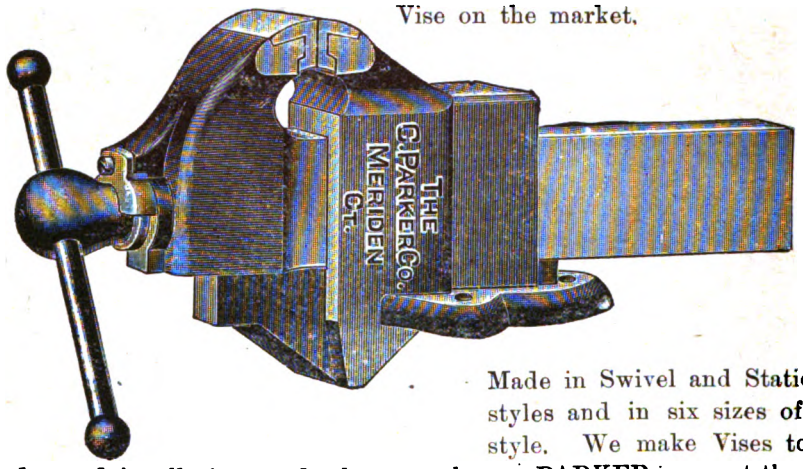
"THE PONY"

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THE BEST AND LATEST IN VISES

The Parker Reinforced Slide

Solid Steel Bar running entire length of slide, making it the strongest Vise on the market.



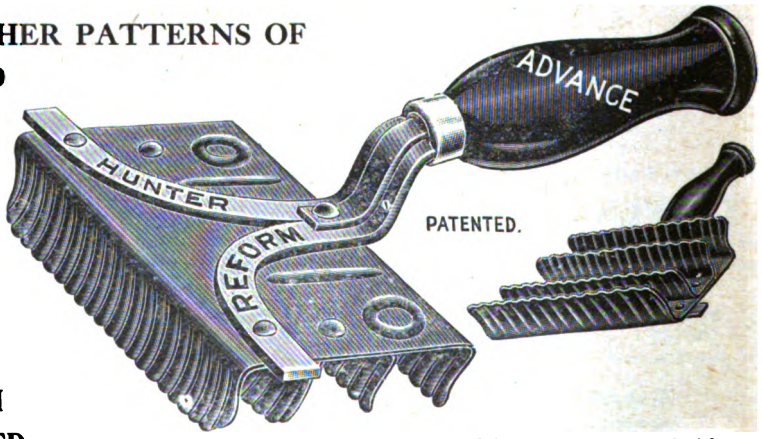
Made in Swivel and Stationary styles and in six sizes of each style. We make Vises to suit all trades and in all sizes. and when you buy a PARKER you get the BEST.

THE CHARLES PARKER COMPANY

N. Y. Salesroom, 32 Warren St. Factories, Meriden, Conn.

The "Hunter" Reform Comb

AND 78 OTHER PATTERNS OF STANDARD HIGH GRADE CURRY COMBS



BEST { STEEL FINISH PACKED SELLING PROFITS

Our Book of Styles for the Name of Your Jobber.
Get the Genuine

ADVANCE "PERFECT"

TAKE NO OTHER.

Advance Manufacturing Co., Box 4, Racine, Wis.

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The Only Safe Harness Snap.

The Klingsnap is a vast improvement over the old style harness snap and costs less—much simpler in construction and is absolutely unbreakable. Made from one piece of spring steel. The Klingsnap sells at sight because of its simplicity, durability and positive proof against unfastening except by hand. The

Klingsnap

SAFETY

Harness Snap

can be operated without removing glove or mitten.

Put Klingsnaps on your want sheet. Order from your jobber; if he doesn't handle, write to us for prices and discounts.

THE NATIONAL SAFETY SNAP CO., Wilmington, O., U. S. A.













American Ring Co., Waterbury, Conn.

MANUFACTURERS OF

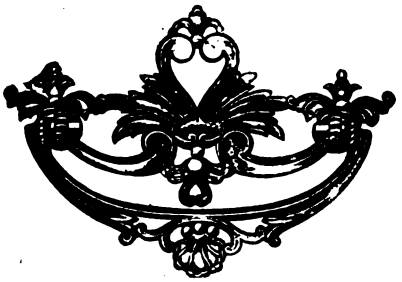
Cast and Wrought Brass Furniture Trimmings in great variety. Bath Room Accessories, attractive in design and strong in construction. Upholstery Trimmings :: Upholstery Nails

BRANCH OFFICES

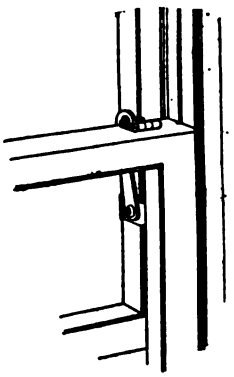
New York: 1 Hudson St. Chicago: 506 Heyworth Bldg.
Boston: 170 Summer St. San Francisco: 268 Market St.











YOUR ATTENTION,

Just One Minute, Mr. Dealer

JUST GLANCE AT OUR

Holland Ventilating Window Lock

Perfect Ventilation with Absolute Security

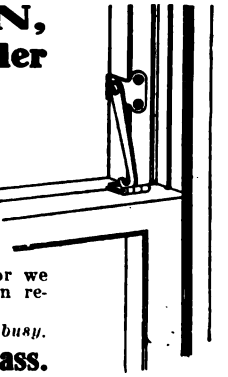
It locks the window open : It locks the window closed

IT LOCKS ITSELF

Made entirely of hardened steel in five finishes to match builders hardware. Sample free to any dealer who asks for same on his business stationery, or we will send ½ gross, as trial order, express prepaid, on receipt of price, $8.00.

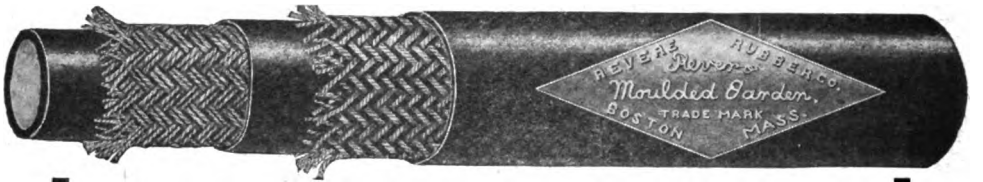
Ask your Jobber for It. *Don't forget; but get busy.*

Holland Mfg. Co., 18 Park St., Florence, Mass.



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"REVERO" THE Reel Goods



A GARDEN HOSE PRACTICALLY INDESTRUCTIBLE

Light Strong Very Flexible

FREE OF ANY TENDENCY TO KINK OR SEPARATE

"REVERO" Hose is seamless throughout.

The construction consists of a special double braiding of tightly twisted cotton yarn.

The cover is composed of tough flexible rubber to withstand wear and abuse.

The complete hose is vulcanized in our patented rigid mould under a high internal pressure, which forces the rubber and fabric together in a compact inseparable body.

The Dealer will appreciate the fact that "REVERO" is made in continuous lengths up to 500 feet, thus avoiding remnants.

Made in ¼ inch, ⅝ inch and ¾ inch sizes.

Dealers in Garden Hose will find it to their advantage to write us for samples and prices.

REVERE RUBBER COMPANY

BOSTON, MASS.

Branches

NEW YORK PHILADELPHIA PITTSBURG CHICAGO
NEW ORLEANS MINNEAPOLIS SAN FRANCISCO PORTLAND, ORE.



It's a Force Pump

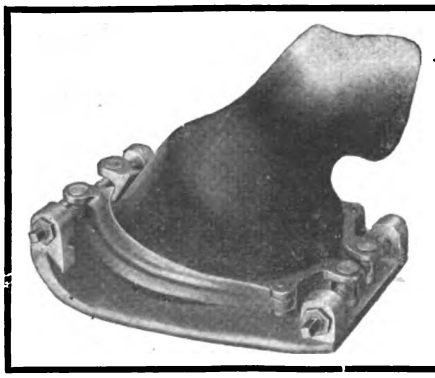
That is why it never fails to work. The spout cannot clog as it is always full of oil. You press the plunger—That's all!

Needed by every user of farm implements, traction engines, gasoline engines, automobiles, and all kinds of machinery. That is what makes it a good thing to sell.

Made in 4 sizes.

Sold by Hardware Jobbers. Manufactured by

R. E. BLOOMER, Kelthsburg, Ill.



STEEL vs. LEATHER

Lawn boots of the past have been made from leather, from aluminum, and from other materials, all of which have been found wanting. The Philips Lawn Boot of steel is lighter than aluminum, saves the green, does not wear out and can be adjusted to any horse's hoof, shod or unshod, is not affected by the dew or rain, always ready to use. It is an ideal shoe to meet all conditions.

Satisfaction guaranteed. Write for prices.

THE GREGG MFG. CO.

2229 ASHLAND RD., S. E. CLEVELAND, OHIO

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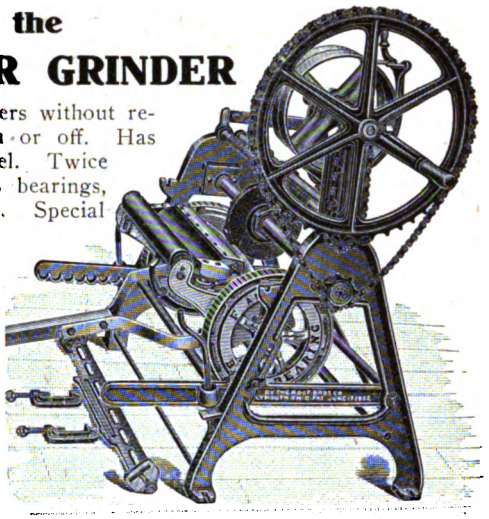
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The 1908 Model of the

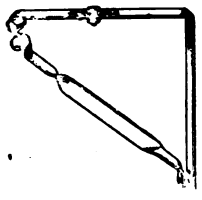
IDEAL LAWN MOWER GRINDER

Will grind either right or left-hand mowers without removing ratchets or wheels, with handle on or off. Has 6-inch genuine carborundum grinding wheel. Twice as easy running as any other. Has brass bearings, automatic stop feed, and no slipping belts. Special shafts used, and tested perfectly true. We are the originators of Lawn Mower Grinders, and five years' experience has shown us how to make them perfect. Others imitate as near as they dare.

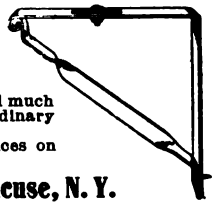
Send for circular describing our *new* method of grinding lawn mowers. Satisfaction guaranteed.



THE ROOT BROS. CO.,
PLYMOUTH, O.



Syracuse Steel Sink Bracket



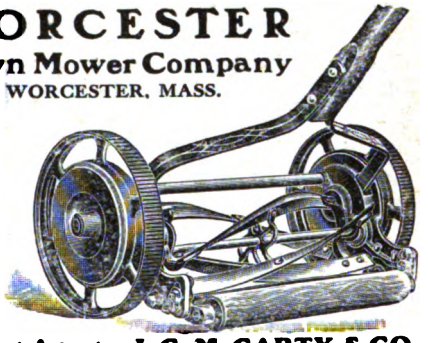
Light in weight
Neat in appearance
Stronger than Cast Iron

This bracket is detachable and much more easily placed than the ordinary cast bracket.
Descriptive circulars and prices on application. Manufactured by

H. E. HESSLER CO., Syracuse, N. Y.

WORCESTER
Lawn Mower Company
WORCESTER, MASS.

Quality Guaranteed



Selling Agents, J. C. McCARTY & CO.
12 Murray Street, New York, N. Y.

Apollo Lawn and Walk Sweeper

THE NEWEST THING OUT AND IT DOES THE WORK

A QUICK SELLER
A GOOD PROFIT MAKER

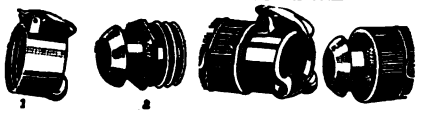
Attractive Serviceable
Practical
Satisfaction Guaranteed

THE GREENE MFG. CO.
SPRINGFIELD, OHIO



Write for catalog and prices

For Lawns Walks Paved Driveways and large Floor Space



"Snap" Hose Coupling Improved

Will delight your trade and pay you a good profit. With our advertising matter and a little push you can sell a gross. A sample free to any dealer.

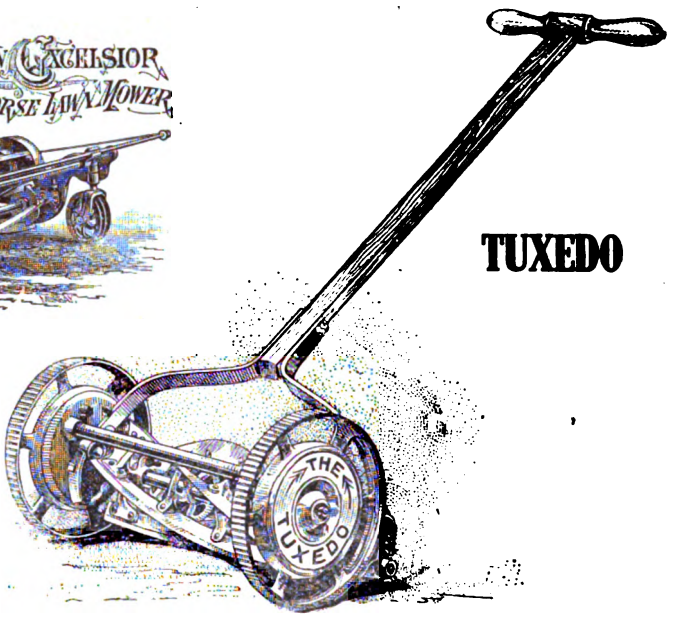
An Independent Seller

THE NELSON & MORRISON MFG. CO., PEORIA, ILL.

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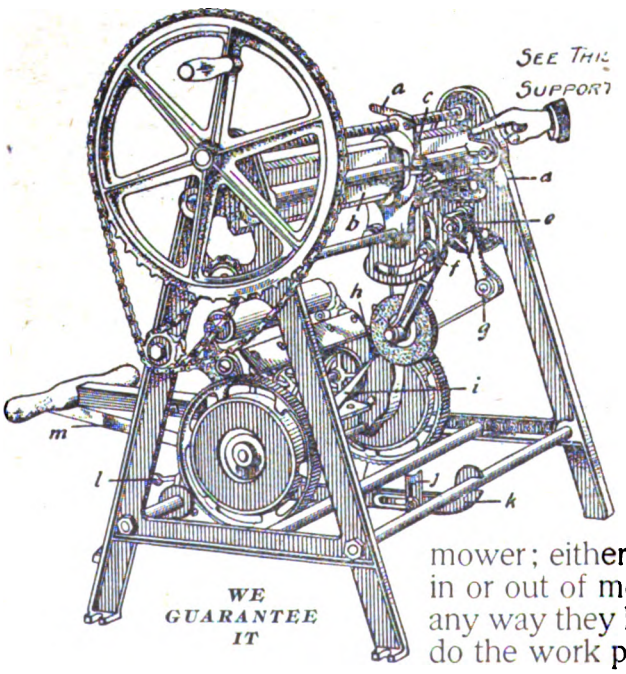
TUXEDO



Our Catalogue for 1908 now ready.
Write us for prices.

Chadborn & Coldwell Mfg. Company

NEWBURGH, NEW YORK



NEW MODEL

Peoria Lawn Mower Grinder

Note the heavy cast support milled on both edges. Absolutely true and parallel. Carries the head as true as the ways of a lathe.

No cold rolled shafting to spring or be out of alignment.

Will grind any reel mower; either right or left hand, reel in or out of mower, handle on or off, any way they happen to come in, and do the work perfectly.

Be sure and ask your Jobber first. If he can't supply you, write us.

PEORIA LAWN MOWER GRINDER CO.
521 South Washington St., PEORIA, ILL.

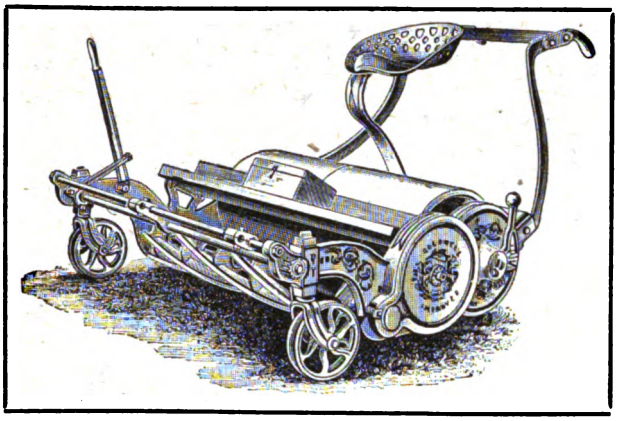
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Coldwell Lawn Mowers

Hand——HORSE——Motor

USED EXCLUSIVELY ON NEW YORK CITY PARKS



SEND FOR CATALOGUE

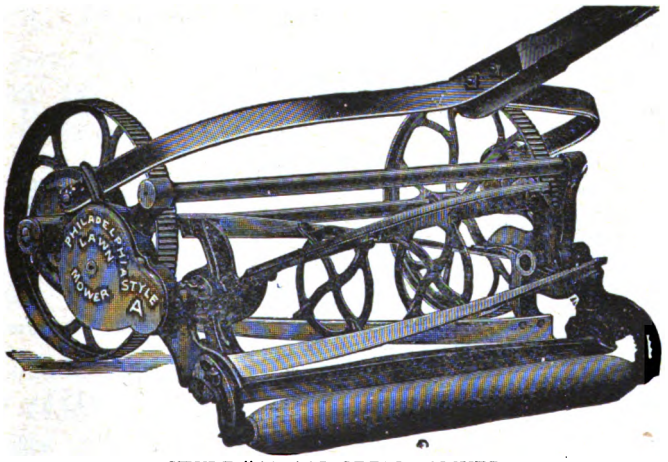
Coldwell Lawn Mower Company

NEWBURGH, N. Y.

CHICAGO **PHILADELPHIA** **SAVANNAH**

Genuine Philadelphia Lawn Mowers

Largest Makers of High Grade Mowers in the World



17 Styles of Hand, 5 of Horse Mowers

Send for Catalog

STYLE "A" ALL STEEL MOWER

MANUFACTURED ONLY BY :: :: **THE PHILADELPHIA LAWN MOWER CO.**

3101-3109 Chestnut Street, Philadelphia, Pa., U. S. A.

LONDON WAREHOUSE
14-16 Scrutton St., Finsbury, E. C.

NEW YORK SALESROOM
18 Warren Street

H. E. STURTEVANT
Metropolitan Agent

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No file SHARPENS TRUER or gives the PROPER SHEAR with one operation.

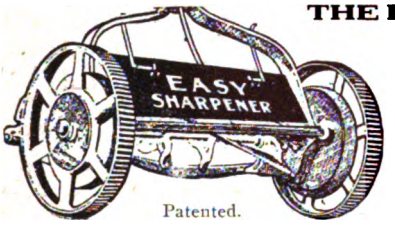
Eureka Lawn Mower Sharpener

BIG SELLER GOOD PROFIT
RETAILS FOR 25c.

Sample sent on request and 10c. postage

EUREKA SHARPENER CO., Detroit, Mich.

THE EASY LAWN-MOWER SHARPENER



Patented.

A ready seller. Nice margin of profit. The EASY sharpener is the only sharpener that can be attached instantly and without first adjusting screws which makes the use of other sharpeners almost impossible by any one other than an experienced person or mechanic.

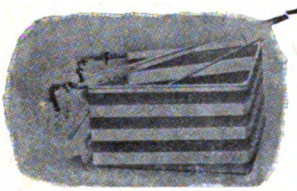
Sharpens Any Size Lawn-Mower 20 times for 35 cents.

Detroit, Mich., Sept. 20th, 1907.

National Machine & Stamping Co. Gentlemen:—I have used your sharpener as well as the.....which is the only competitor that you have and am frank to say that the EASY has given me the most satisfaction. Respectfully yours, Chas. Mirault.

Send for catalog and prices. Note: We also manufacture Dishwashers and other labor saving machines for the house.

National Machine & Stamping Co., Detroit, Mich., U. S. A.



THE "E-Z" Grass Catcher

THE SUPERIORITY of our make over other *so-called* Grass Catchers consists, first of a universal attachment made of malleable iron that fastens on the yoke of the mower and is so arranged that it is possible to attach it to any mower no matter what the diameter of the drive wheel Side frame can be lengthened or shortened by means of set screw and clamp. Guaranteed to fit perfectly all styles and makes of lawn mowers.

Send for our new 1908 catalogue, which is to be had for the asking.

EXCELSIOR IMPLEMENT CO., Troy, N. Y.

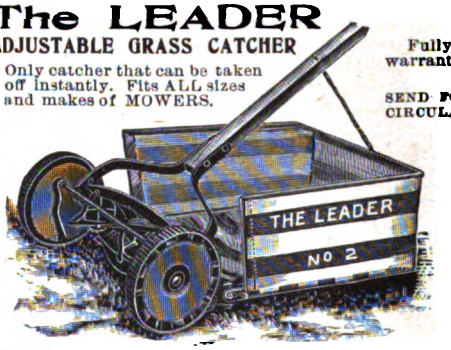
The LEADER

ADJUSTABLE GRASS CATCHER

Only catcher that can be taken off instantly. Fits ALL sizes and makes of MOWERS.

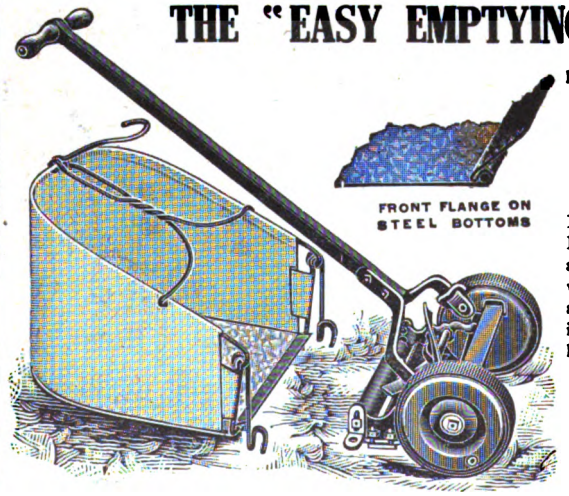
Fully warranted

SEND FOR CIRCULAR



CARL HASSERIES Central and Woodlawn Avenue CLEVELAND, OHIO

THE "EASY EMPTYING" GRASS CATCHER



New Styles No. 9, 10G, 11 and 12G

MPROVED IRON HANDLE
LIFT IT OFF TO EMPTY

Have either Duck or Galvanized Steel Bottoms, Round Back, Heavy Duck Sides. Has our New Improved Eye Brackets for attaching to mower, also Improved Hook, which is permanently attached to catcher and hooks over handle of mower. Catcher is attached and detached instantly with one hand.

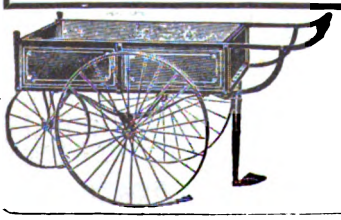
Sold Through Hardware Jobbers

MANUFACTURED BY

THE SPECIALTY MFG. CO.

ST. ANTHONY PARK, MINNESOTA, U. S. A.

Made in Two Sizes, Which Fit Perfectly any Size or Make of Lawn Mower.



A Good Picture—A Still Better Cart

Wood or steel wheels of improved pattern. Three leaf strong spring. Box well ironed. Leg folds up to handle. Will carry 400 lbs. No. 333 A, small; No. 333 B, medium; No. 333 C, large. Can be furnished with drop end gate.

SYRACUSE CHILLED PLOW COMPANY

Syracuse, N. Y., U. S. A.

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BIG PROFITS FOR YOU



500,000 ALREADY SOLD
in the U. S. and foreign countries

They go quick at the price **25c. Retail**

The simplest and most practical of any eye clip on the market.
Takes out the eyes quick as a wink.
Saves fruit and saves bother.



Made entirely of steel handsomely nickeled.

Every dozen mounted on an attractive Double Display Card.

Liberal Discounts to the Trade

Harvey Manufacturing Co.
549A Granite Bldg. - ROCHESTER, N. Y.

"BENGALIA"

Alcohol Incandescent Light Burner

100 CANDLE POWER

The most Wonderful Light!
Can be used on any ordinary Kerosene Lamp.
Unaffected by wind.
Suitable for outdoor illumination.
Can be operated by anyone.



Fullest guarantee given for 3 years, that Burner will act perfect.

No blacking of mantle. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. We also supply brass founts, store and table lamps for this burner. Also Sole Agent for the KEROSENE INCANDESCENT BURNER.

Retail Price $4.00 Complete

Liberal Discount to Dealers

Non-Explosive

G. Cohn & Company, 337 Broadway, NEW YORK

Spring-In Handle Pot Cover

THE KIND YOU DON'T HAVE TO HAMMER



The tinned spring steel handles spring into recesses in cover. SAVES TIME and you know that MEANS MONEY. Put out in our Cabinets with numbered shelves. Two sizes.

KITCHEN KUMFORT PLATE SCRAPER



for removing grease and refuse from plates and dishes before washing. The rubber scraper will not scratch the finest china. An article that sells itself from attractive display card.

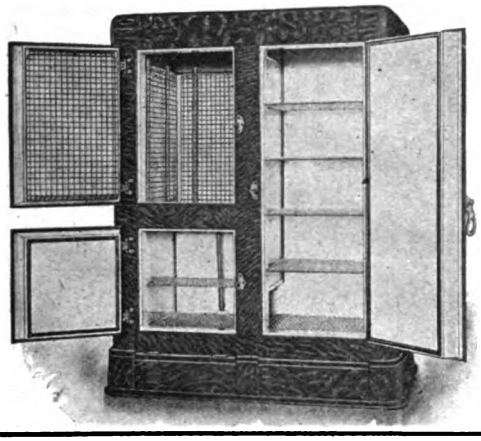
If you don't know about these goods write us now.

LASHER MFG. CO., Davenport, Iowa
EXCLUSIVE MAKERS

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Herrick Refrigerator Co.

FACTORY: WATERLOO, IOWA



High Grade Refrigerators

For Family, Fine Residence, Grocery, Hotel and Restaurant Use

Finest Dry-Air System of Refrigeration

Very Economical in Operation and Built to Last a Lifetime

SANITARY AND ABSOLUTELY DRY INSIDE

DEALERS: Secure protection by handling HIGH GRADE GOODS, built on honor and at no greater cost than common lines.

THE HERRICK DRY AIR SYSTEM is sold by the leading dealers of the United States because they know they are *right* by actual test and will do just what we represent.

Give your customers the highest grade value for their money and your trade will continue to grow. Write to-day to

Herrick Refrigerator Co. Waterloo, Iowa Dept. H.

Get Ready for the Pineapple Season

and have YAWMAN'S PINEAPPLE EYER on hand

PAT. GRANTED APR. 16, 1906

Write at once for prices. Because they give you a handsome profit. They are the simplest on the market, they save time, labor and fruit and they are carded on a handsome display card, easel attachment which sells them for you, as it has done for others. Nothing to get out of order.

YAWMAN & KNAPP MFG. CO.
Rochester, N. Y.

ROLLMAN CHOPPER



75¢ ~ $1.00 ~ $1.50

The Best at the Price.
Sample to dealers at wholesale price.
Express prepaid. Catalogue free.

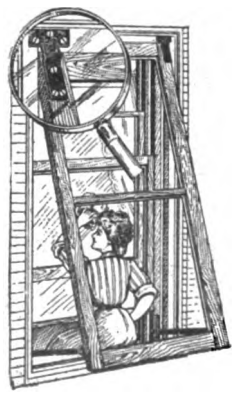
ROLLMAN MFG. CO. MT. JOY, PA.



Don't Overlook

A line of drinking water and kitchen *filters* when doing your spring buying. In demand everywhere. *Lynn Filters* are known and advertised all over the country. Handsome appearance, best possible construction, in all sizes and capacities. Write for our Catalog before purchasing. Special discounts to dealers. "DO IT NOW."

The Lynn Filter Mfg. Co.
CINCINNATI, OHIO



PHENIX HANGERS AND FASTENERS

Solve the Problem

How to Hang and Fasten Window Screens and Storm Windows.

Easily hung or removed from inside. Clean Windows, Ideal Ventilation. No flies, solid comfort. Retail at 10c., 15c., 20c. and 30c. per set with screws. For catalogue and trade discounts address

Phenix Mfg. Co.
624 Center Street
Milwaukee, Wis.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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ALASKA CONSTRUCTION.

The Alaska
Line of Refrigerators

is the most reliable line of refrigerators being sold today. Thirty years practical test has proven this. Do you want a first-class, low priced line and a first class medium, and high priced line? Write us for catalogue and prices and we will be pleased to mail them at once.

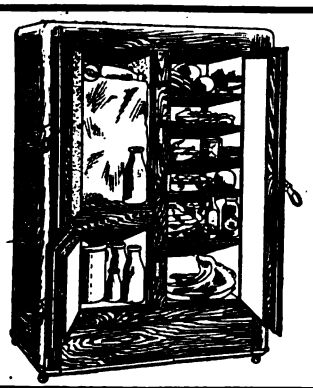
The Alaska Refrigerator Co.

Exclusive Refrigerator Manufacturers

MUSKEGON, MICH.

New York Office
35 Warren Street, New York City

L. E. MOON
Manager



WHAT'S THE USE

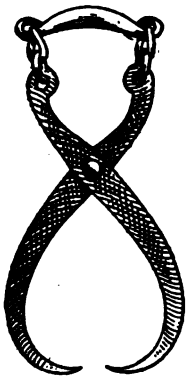
selling cheap refrigerators at small profit when your customers *prefer* to pay you twice as much for the

LEONARD CLEANABLE

"Made in Grand Rapids." That's why they want it. Round corners; polished oak; nickel trim; nine walls; porcelain lined. People read about them in the magazines. We sell only through the trade and help our dealers with advertising matter.

Write for Catalogue and the Agency.

G. R. REFRIGERATOR CO., 21 MARKET STREET, GRAND RAPIDS, MICH.



ICE

The Real Thing

CINCINNATI CHAIN TONGS

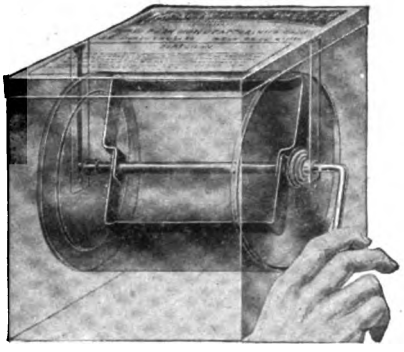
Made of FILE STEEL. Most durable on the market.

PRICES RIGHT. PROFIT GOOD.

We make all kinds of Ice Tools

E. G. SCHUTTE & CO., 230 Stark Street CINCINNATI, OHIO

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"SNOW FLAKE"
(TRADE MARK)

Ice Cream Freezer

"A Square Proposition"
"High Quality" "Low Price"

It does the work, and does it well, with one-half the ice used in the tub variety.

Easy to Operate **Easy to Clean** **Easy to Store**

SIMPLE DURABLE SANITARY

Profitable for the Dealer

Made in four sizes—1 qt.—2 qt.—3 qt.—4 qt.



The Snow Flake Mfg. Co.

225 Fifth Avenue, New York



STOP THAT LEAK

MENDS LEAKY PANS,
BROKEN HANDLES
PORCELAIN WARE, Etc., Etc.

TRADE MARK
Solderene
Patented Feb. 13, 1906.

and a Candle are all you need to make a permanent repair.

EASY TO USE

Full Directions with Each Stick — For Sale Everywhere

Dept. K. PRICE, TEN CENTS. DISCOUNT TO THE TRADE

SOLDERENE COMPANY, 53 State Street, Boston, Mass.



DANA .. Peerless Freezer



The standard freezer of quality

Compare workmanship, castings, tinning with any other freezer. Ask any woman if it isn't easier to make ice cream in the Dana Peerless—if it doesn't take less time, less ice. Best advertised freezer.

Ask your jobber

THE DANA MFG. CO., Cincinnati, O.; 21 Murray St., N. Y.



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Mott's Flower Vases

IN IRON OR BRONZE

Lawn and Park Fountains
Drinking Fountains
Railings and Entrance Gates

VASES



VASES

Gas and Electric Light Posts
Stable and Cattle House Fittings
Statuary, Settees and Chairs
Tree Guards

The J. L. Mott Iron Works

5th Avenue and 17th Street NEW YORK



The **White Mop Wringer** tho much imitated, is **never equaled.** It wrings the mop **so dry** with such **perfect ease!**

ASK FOR CATALOG

WHITE MOP WRINGER CO.

FULTONVILLE, NEW YORK

This Trade Mark



Guarantees Satisfaction.



Freezes two flavors of Ice Cream or an Ice or Sherbet and Ice Cream at one and the same time, in one freezer—Something entirely new—never done before.

"THE OLD FAVORITES"

THEY ARE	THEY EXCEL IN
Well Advertised	Easy Running
In Demand	Quick Freezing
Easily Sold,	Economy
Satisfactory in Use	Convenience
Of Known Reputation	Practical Results



"AMERICAN TWIN"



"LIGHTNING"



"GEM"



"BLIZZARD"

Sold by leading jobbers

Catalog sent free

THE BEST ICE CREAM FREEZERS in practical use, because convenient, compact in size, use smallest amount of ice and salt. run easily, freeze quickly, produce smoothly frozen creams or desserts with little bother and less work.

North Bros. Mfg. Co., Philadelphia

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The White Washer

The Greatest of all Momentum Washers

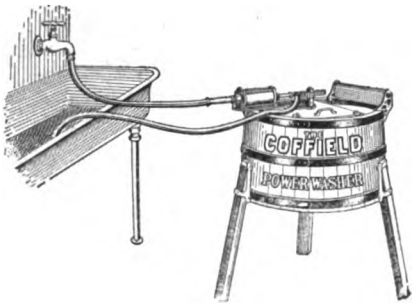
A Few Points:

DOUBLE BALL BEARING FLY WHEEL UNDER THE TUB: HIGHEST SPEED: EASIEST RUNNING: QUICKER REVERSE: FOOT POWER ATTACHMENT: TUB OPENS WHEN MACHINE IS IN FULL MOTION: FIVE YEARS' GUARANTEE: SOLD TO ONLY ONE DEALER IN EACH TOWN.

Get Acquainted with the WHITE WAY

WHITE LILY MFG. COMPANY

1531 Rockingham Road Davenport, Iowa



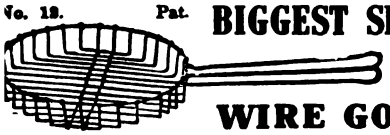
The Coffield Power Washing Machine

¶ Strictly a self-working washer, operated by the City water pressure and something the people want. ¶ The Motor is made of brass throughout and will not rust. It is simple and strong—never gets out of order and will last a lifetime. ¶ The tub is built from a selected grade of Louisiana cypress, the best material obtainable for the purpose; filled and varnished in a natural finish. The entire construction is such as to make this the most durable and sanitary Washer on the market. ¶ DON'T MISTAKE THE NAME. The "COFFIELD" is the BEST Motor Washer on the market – and the one you want to handle. A good machine —a good profit to you, Mr. Dealer – and money's worth for your customer. That is our combination.

WRITE US TO-DAY FOR DESCRIPTIVE CATALOG AND PRICES. YOU WILL BE INTERESTED.

P. T. COFFIELD & SON, Dayton, Ohio

No. 18. Pat.



BIGGEST SELLER IN WIRE GOODS

The only Smokeless Broiler, and ideal Toaster for gas or oil stoves, also French Fryer. One doz. in box. Instructions with each broiler. Immediate shipments.

Diamond Sink Cleaner

No. 27

Steel and Rubber scraping edge, gets into the corners. Drains the refuse. Heavily Japanned and Baked, best and most practical Cleaner on market.



The **Bridgeport Wire Goods Co.**
BRIDGEPORT, CONN.

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IT'S SO EASY

The Established Superiority of the

SNOWE WHITE

Rotary washer above all others, makes it a ready and profitable seller. **No kicks or complaints** come from a user of a **"SNOWE-WHITE"** washer, and the selling of it is an **easy matter.**

Made from the best material, easy running and handsomely finished.

Write your jobber or us for further particulars.

H. F. BRAMMER MFG. CO., DAVENPORT, IOWA.

Eagle Mop Wringers

have been TESTED and PROVEN

THE BEST



8 Years on the Market

More Sold than all Others Combined

REASON

Best Built Most Practical

EAGLE COOPERAGE WORKS

Sole Manufacturers

CIRCLEVILLE, OHIO

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

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HERE'S THE POINT

We know you're busy, but just drop us a line and secure our exclusive Agency plan and price. What's the use of spending time and effort selling washing machines that only cause good customers to get sore and trade with your competitor. Why not sell the WAVERLY, satisfy your trade, at the same time make a nice profit.

Waverly Woodenware Works, Mfrs.
ST. JOSEPH, MISSOURI

MONEY is scarce! COAL is high!

Now is the Logical Time to sell Ash Sifters.
The "Acme" has more good Selling Points than any other Ash Sifter before the Trade, viz.:

Entirely Automatic.
No Shaking or Revolving Sieves.
Saves Cinders without Trouble or Work.
Saves Cinders without Soiling the Hands.
Pays Good Profit to Dealers.

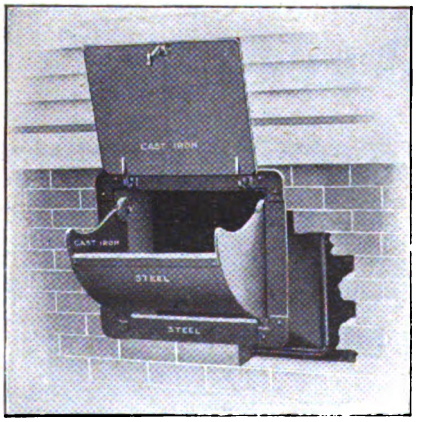
JUST WHAT YOU'RE LOOKING FOR!

Send Postal for Brief, Bright Booklet



ACME BALL-BEARING SALES CO., 56 Warren Street, New York

THE MAJESTIC
COAL OR WOOD
CHUTES

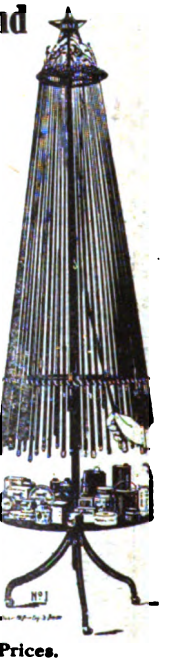


Are rapidly coming into general use, and being specified by leading architects. Are advertised in the leading periodicals. Ask your Jobber, or write us for prices.

MAJESTIC FURNACE AND FOUNDRY CO.
23 West Street Huntington, Ind.

Goods Well Displayed Are Half Sold When On

Best Portable Revolving Whip Rack and Display Stand



Ornamental as well as useful. Displays from ½ to 1½ Gross Whips. Has a Revolving Shaft for Displaying Oils, Grease, Soap, Dressing, Powders, Liniments, Gall Cure, Combs, Brushes, etc., etc. The only Perfect Whip Rack ever made. Shelf is worth half the price of the rack. Whips hanging by the point keep straight, cannot fall out and are kept in order. Gets them down and to the front, where they are seen and sold. The Best Whip Rack is made entirely of steel and iron, bolted and clamped together; is built like a bicycle. Enameled Blue, Painted with Gilt Trimmings. Adjustable from 8 feet to 9 feet 10 inches high. Weight, 80 lbs. Boxed, 100 lbs.

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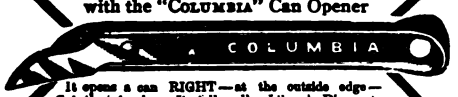
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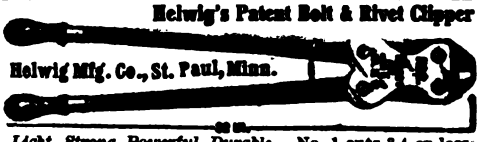
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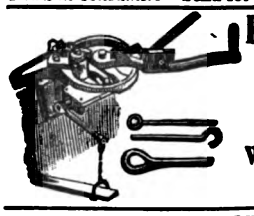
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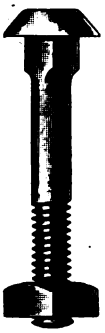
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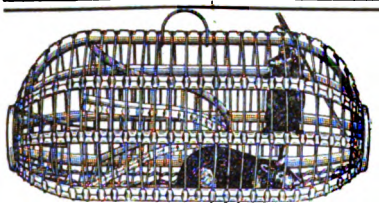




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(See Wire.)

Barrel Swings
Glascock Bros. Mfg. Co., Muncie, Ind.

Base Ball Shoe Plates
Winslow Skate Mfg. Co., Sam'l, Worcester, Mass.

Base Ball Supplies
Draper-Maynard Co., Plymouth, N.H.

Baskets, Wire
Andrews Wire & Iron Wks., Rockford, Ill.

Bath Room Fittings
American Ring Co., Waterbury, Ct.
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Novelty Mfg. Co., Dept. K., Waterbury, Ct.
Parker Co., Chas., The, Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Taplin Mfg. Co., New Britain, Ct.

Beaters
(See Carpet Whips.)

Bells and Gongs
Mossberg Co., Frank, Attleboro, Mass.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Belt Dressing
Dixon Crucible Co., Jos., Jersey City, N. J.
Stephenson Mfg. Co., Albany, N. Y.

Belt Hooks
(See Hooks.)

Belt Lacing, Steel
Bristol Co., Waterbury, Ct.

Belt Punches
(See Punches.)

Belts, Rubber, Cotton and Thresher
Buckley Rubber Co., J. W., 99 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Bench Screws
(See Screws.)

Benches, Cabinet-Makers,
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Benders, Angle and Eye
Wallace Supply Co., 915 Garden City Block, Chicago, Ill.

Bevels, Rafter and Polygon
Davis-Hunt-Collister Hardware Co., Cleveland, O.

Bicycle Bells
(See Bells.)

Bicycle Lamps
(See Lamps.)

Bicycle Supplies and Sundries
Excelsior Supply Co., Chicago, Ill.
Myers & Bro., F. E., Ashland, O.
New York Sporting Goods Co., 17 Warren St., New York.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Bicycles
Great Western Mfg. Co., La Porte, Ind.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.

Binder Twine
(See Twine.)

Bird Cage Springs and Chains
Turner & Seymour Mfg. Co., Torrington, Ct.

Bit Braces
Millers Falls Co., 28 Warren St., New York.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.

Bits
(See Auger Bits.)

Blackboards, Slate
Johnson Co., E. J., 38 Park Row, New York.

Blanks, Fork and Knife
Union Cutlery & Hdw. Co., Unionville, Ct.

Blocks, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Blocks, Tackle
Fulton Iron Wks., 18 Beach St., Detroit, Mich.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.

Boat Hardware
(See Marine Hardware.)

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Boats, Canvas
Glascock Bros. Mfg. Co., Muncie, Ind.
Boilers, Heating
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.
Boilers, Wash
(See Wash Boilers.)
Bolt and Nut Machinery
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.
Bolt Clippers
Helwig Mfg. Co., St. Paul, Minn.
Porter, H. K., Everett, Mass.
Schollhorn Co., Wm., New Haven, Ct.
Bolts and Nuts
Garland Nut & Rivet Co., Pittsburg, Pa.
Boring Machines
Ajax Mfg. Co., Pittsburg, Pa.
Box Hinges
(See Hinges.)
Box Hooks
Johnson, Wm., Newark, N. J.
Box Locks
(See Locks.)
Bottle Openers
Stephens & Co., Windsor, Waltham, Mass.
Taplin Mfg. Co., New Britain, Ct.
Taylor Mfg. Co., Hartford, Ct.
Bottle Stoppers
Taplin Mfg. Co., New Britain, Ct.
Box Openers
Bonner Mfg. Co., C. E., Chrisman, Ill.
Box Straps, Corners, Hasps, etc.
Acme Steel Goods Co., Chicago, Ill.
Cary Mfg. Co., 19-21 Roosevelt St., New York.
Boxes, Hardware, Shelf
Green Co., A. H., 97 Warren St., New York.
Sheip Mfg. Co., Henry H., Columbia Ave. & Randolph St., Phila.
Boxes, Mail
Heise Mfg. Co., W. F., 66 Union Park Court, Ill.
Hessler Co., H. E., 500 North Salina St., Syracuse, N. Y.
Merriam Mfg. Co., Durham, Ct.
Peck-Hamre Mfg. Co., Berlin, Wis.
Reading Hdw. Co., Reading, Pa.
Taylor & Boggis Fdry. Co., Cleveland, O.
Boxes, Miter
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.
Boxes, Rural Mail
Hessler Co., H. E., 500 No. Salina St., Syracuse, N. Y.
Peck-Hamre Mfg. Co., Berlin, Wis.
Boxes, Tin, Stationers'
Merriam Mfg. Co., Durham, Ct.
Brackets, Folding
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.
Brackets, Ironing Board
Rostand Mfg. Co., Milford, Ct.
Brackets, Lamp
Arcade Mfg. Co., Freeport, Ill.
Reading Hardware Co., Reading, Pa.
Wagner Mfg. Co., Cedar Falls, Ia.
Brackets, Roof
Wagner Mfg. Co., Cedar Falls, Ia.
Brackets, Shelf
Atlas Mfg. Co., New Haven, Ct.
Griffin Mfg. Co., Erie, Pa.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Taplin Mfg. Co., New Britain, Ct.
Brackets, Show Case
Nashua Till Co., Nashua, N. H.
Brackets, Stair Rail
Reading Hardware Co., Reading, Pa.
Brackets, Steel Sink
Hessler Co., H. E., Syracuse, N. Y.
Brass and Copper
Hussey & Co., C. G., Pittsburg, Pa.
Brazing Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Brazing Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Bread Mixers
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Bricklayers' Hand Protectors
Excelsior Implement Co., Troy, N.Y.
Bricklayers' Line Holders
Excelsior Implement Co., Troy, N.Y.
Broilers (Smokeless) Wire
Bridgeport Wire Goods Co., Bridgeport, Ct.
Brooders, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.
Broom Holders
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Eclipse Mfg. Co., No. Girard, Pa.
Brushes, Floor
Milwaukee Dustless Brush Co., Milwaukee, Wis.
Brushes, Paint, Etc.
Gerts-Lumbard & Co., 208-210 Randolph St., Chicago, Ill.
Whiting & Sons Co., John L., 690 Harrison Ave., Boston, Mass.
Building Papers
(See Paper.)
Burnishers
Tuck Mfg. Co., Brockton, Mass.
Bushings, Adjustable Pipe
Armstrong Mfg. Co., 291 Knowlton St., Bridgeport, Ct.
Butcher Knives
Forschner & Sons, Chas., 206 E. 19th St., New York.
Butcher Saws
(See Saws.)
Butts, Door
Griffin Mfg. Co., The, Erie, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Yale & Towne Mfg. Co., 9-15 Murray St., New York.
Cake Mixers
Landers, Frary & Clark, New Britain, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Cake Turners
Arcade Mfg. Co., Freeport, Ill.
Calipers and Dividers
Starrett Co., L. S., Athol, Mass.
Calking
Estes Mills, Fall River, Mass.
Can Openers
Arcade Mfg. Co., Freeport, Ill.
Ellis Mfg. Co., The, Milldale, Ct.
Meisselbach & Bro., A. F., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Taylor Mfg. Co., Hartford, Ct.
Cams
(See Articles.)
Carbide of Silicon
Carborundum Co., Niagara Falls, N. Y.
Carborundum
Carborundum Co., Niagara Falls, N. Y.
Carborundum Paper & Cloth
Carborundum Co., Niagara Falls, N. Y.
Carborundum Wheels
Carborundum Co., Niagara Falls, N. Y.
Carpenter Aprons
(See Aprons.)
Carpet Pins and Sockets
Turner & Seymour Mfg. Co., Torrington, Ct.
Carpet Stretchers
Hunt, Helm, Ferris & Co., Harvard, Ill.
Carpet Sweepers
Bissell Carpet Sweeper Co., Grand Rapids, Mich.
Carpet Whips and Beaters
Andrews Wire & Iron Works, Rockford, Ill.
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Ely Mfg. Co., Theo. J., Girard, Pa.
Useful Article Co., 420 Auburn Ave., Buffalo, N. Y.
Carriers, Hay
Myers & Bro., F. E., Ashland, O.
Carriage Heaters
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Carts, Hand and Barrel
Myers & Bro., F. E., Ashland, O.
Carvers' Knives, Wood
Smith & Hemenway Co., 108 Duane St., New York.
Cash Drawers, Alarm
Nashua Till Co., Nashua, N. H.
Casters, Ball Bearing
Acme Ball Bearing Sales Co., 56 Warren St., New York.
Casters, Furniture
Clark Co., Geo. P., The, Windsor Locks, Ct.
Reading Hardware Co., Reading, Pa.
Casters, Rubber Wheel
Elastic Tip Co., 870 Atlantic Ave., Boston, Mass.
Castings, Malleable and Steel
Hammer & Co., Branford, Ct.
Catchers, Grass
Excelsior Implement Co., Troy, N.Y.
Hasseries, Carl, Cleveland, O.
Specialty Mfg. Co., St. Anthony Park, Minn.
Catches, Barn Door
Reading Hardware Co., Reading, Pa.
Catches, Refrigerator
Brass Goods Mfg. Co., Brooklyn, N.Y.
Reading Hardware Co., Reading, Pa.
Catches, Screen Door
Automatic Door Catch Co., 218 E. 57th St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Watrous Mfg. Co., E. L., The, Des Moines, Iowa.
Chafing Dishes
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Chain
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Chain, Cycle & Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.
Chain Blocks
(See Blocks.)
Chain, Pump
Garland Nut & Rivet Co., Pittsburg, Pa.
Chalk Lines
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Check Rein Loop
Read Mfg. Co., O. B., Troy, N. Y.
Cherry Stones
Rollman Mfg. Co., Mount Joy, Pa.
Chimney Tops, Revolving
Iwan Bros., Streator, Ill.
Chisels
Johnson, Wm., Newark, N. J.
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Tuck Mfg. Co., Brockton, Mass.
Christmas Tree Holders
North Bros. Mfg. Co., Philadelphia, Pa.
Chutes, Coal and Wood
Majestic Furnace & Foundry Co., 23 West St., Huntington, Ind.
Cistern Tops
Wagner Mfg. Co., Cedar Falls, Ia.
Clamps
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Hammer & Co., Branford, Ct.
Williams & Co., J. H., Brooklyn, N. Y.
Clippers, Finger Nail
Cook Co., H. C., The, Ansonia, Ct.
Clipping Machines, Hair
American Shearer Mfg. Co., Nashua, N. H.
Brown & Sharpe Mfg. Co., Providence, R. I.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.

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Coates Clipper Mfg. Co., Worcester, Mass.
Hotchkiss, Edward S., Bridgeport, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Clipping Machines, Horse
American Shearer Mfg. Co., Nashua, N. H.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago.
Gillette Clipping Mach. Co., 114 W. 32d St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Clothes Bars
Ely Mfg. Co., Theo. J., Girard, Pa.
Martcross Co., 40 Dearborn St., Chicago, Ill.

Clothes Dryers
Eclipse Mfg. Co., No. Girard, Pa.
Hill Dryer Co., 315 Park Ave., Worcester, Mass.

Clothes Line Fasteners
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.

Clothes Lines
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Clothes Lines, Wire
Wright Wire Co., Worcester, Mass.

Clothes Wringers
American Wringer Co., The, N.Y.C.
Glascock Bros. Mfg. Co., Muncie, Ind.

Coal Bags
Excelsior Implement Co., Troy, N.Y.

Coal, Carriage Heaters'
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.

Coal Chutes
(See Chutes.)

Coal Elevators
Gifford-Wood Co., Hudson, N. Y.

Coal Hods
Buffalo Mfg. Co., Buffalo, N. Y.

Coal Vases, Brass
Buffalo Mfg. Co., Buffalo, N. Y.

Coaster Sleds
(See Sleds.)

Coaster Wagons
(See Wagons.)

Coat and Hat Hooks
(See Hooks.)

Coat Hangers
(See Hangers.)

Coffee and Spice Mills
Arcade Mfg. Co., Freeport, Ill.
Landers, Frary & Clark, New Britain, Ct.
Parker Co., Chas., Meriden, Ct.

Coffee Percolators
American Silver Co., Bristol, Ct.
Buffalo Mfg. Co., Buffalo, N. Y.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.

Coffee Percolators, Automatic Electric
American Silver Co., Bristol, Ct.

Coffee Pots
Gem Mfg. Co., Chelsea Station, Boston, Mass.

Commode Chamber Pail
Weber-Kirch Mfg. Co., Keokuk, Ia.

Conductor Pipe
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.

Conductor Pipe Hangers, Wire
Iwan Bros., Streator, Ill.

Cooking Utensils
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Landers, Frary & Clark, New Britain, Ct.

Copper
(See Brass and Copper.)

Copper Gaskets
Hussey & Co., C. G., Pittsburg, Pa.

Cordage
Columbian Rope Co., Auburn, N. Y.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Cork Screws and Pullers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Parker Co., The Chas., Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Corporation Cocks
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Corundum Wheels
Pike Mfg. Co., Pike, N. H.

Cotton Waste
Estes Mills, Fall River, Mass.

Cranes
Yale & Towne Mfg. Co., 9 Murray St., New York.

Crucibles
Dixon Crucible Co., Jos., Jersey City, N. J.

Crucible Steel
American Tube & Stamping Co., Bridgeport, Ct.

Cultivators
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Syracuse Chilled Plow Co., Syracuse, N. Y.

Cup Hooks
Turner & Seymour Mfg. Co., Torrington, Ct.

Curry Combs
Advance Mfg. Co., Racine Junction, Wis.

Curtain and Screw Rings
Turner & Seymour Mfg. Co., Torrington, Ct.

Cuspidors
Buffalo Mfg. Co., Buffalo, N. Y.

Cutlery
(See also Knives, Razors, Shears, etc.)
Landers, Frary & Clark, New Britain, Ct.
Northfield Knife Co., Northfield, Ct.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Parker Co., Chas., The, Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Cutters
(See Articles.)

Dairy Machines
(See Articles.)

Dampers
Arcade Mfg. Co., Freeport, Ill.
Taylor & Boggis Fdry. Co., Cleveland, O.

Dash Rein Fasteners
Read Mfg. Co., O. B., Troy, N. Y.

Decalcomania Signs
(See Signs.)

Denatured Alcohol
(See Alcohol.)

Diaphragms
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Dish Mops
Estes Mills, Fall River, Mass.

Door Bells
(See Bells.)

Door Bolts
Griffin Mfg. Co., The, Erie, Pa.

Door Buttons, Steel
Watrous Mfg. Co., E. L., Des Moines, Ia.

Door Catches
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.
Watrous Mfg. Co., E. L., Des Moines, Ia.

Door Checks and Springs
Pullman Mfg. Co., Rochester, N. Y.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Door Hangers
(See Hangers.)

Door Holders
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.

Door Knobs
(See Locks and Knobs.)

Door Pulls
Columbian Hdwe. Co., Cleveland, O.

Door Strips, Automatic Iron
Wagner Mfg. Co., Cedar Falls, Ia.

Drawing Knives
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.

Drawing Knives, Folding
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.

Drawer Pulls
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Dressings
(See Articles.)

Drills, Hand, Breast, etc.
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.

Drills, Star and Pipe
Star Expansion Bolt Co., 147 Cedar St., New York.

Drop Forgings
Barnes Co., Wallace, The, Bristol, Ct.
Billings & Spencer Co., Hartford, Ct.
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Drop Forgings, Automobile
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Dryers
(See Articles.)

Dumb Waiters
(See Elevators.)

Dust Pans
Eclipse Mfg. Co., No. Girard, Pa.

Eave Trough Hangers
(See Hangers.)

Egg Beaters
Taplin Mfg. Co., The, New Britain, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.

Electrical Supplies
Smith & Hemenway Co., 108 Duane St., New York.

Electric Cooking and Heating Apparatus
(See Articles.)

Electroliers
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Elevator Enclosures and Cabs
Buffalo Wire Wks. Co., Buffalo, N.Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Elevators and Dumb Waiters
Eaton & Prince Co., Chicago, Ill.
Energy Elevator Co., 214-218 New St., Philadelphia, Pa.
O'Neill Elevator Co., 626 Cherry St., Philadelphia, Pa.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.

Elevators, Ice
Gifford-Wood Co., Hudson, N. Y.

Emery Paper and Cloth
Baeder, Adamson & Co., Phila., Pa.

Emery Wheels
Pike Mfg. Co., Pike, N. H.

Enameled Ware
Cleveland Stamping & Tool Co., The, Cleveland, O.
New England Enameling Co., Middletown, Ct., and 736 Broadway, New York.

Enamels
(See Paints.)

Escutcheon Pins
(See Pins.)

Expansion Bolts
McCabe Hanger Mfg. Co., The, 325 West 25th St., New York.
Star Expansion Bolt Co., 1st and 2d Sts., Bayonne, N. J.

Extension Rods
Turner & Seymour Mfg. Co., Torrington, Ct.

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Eye Benders
(See Benders.)

Factory Trucks
(See Trucks.)

Farming Implements
(See Agricultural Implements.)

Farm Gates
(See Gates.)

Fasteners, Corrugated
Acme Steel Goods Co., Chicago, Ill.

Fasteners, Sash
Ives Co., H. B., New Haven, Ct.
Watrous Mfg. Co., E. L., Des Moines, Ia.

Faucets, Brass
Landers, Frary & Clark, New Britain, Conn.
Smith & Hemenway Co., 108 Duane St., New York.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Faucets, Iron
North Bros. Mfg. Co., Philadelphia, Pa.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Faucets, Molasses and Varnish
Parker Co., Chas., The, Meriden, Ct.

Faucets, Wooden
Sommer's Sons, John, 355-365 Central Ave., Newark, N. J.

Fence Stretchers
(See Wire Stretchers.)

Fence Tool (Combination)
Bonner Mfg. Co., C. E., Chrisman, Ill.

Fencing, Iron
Enterprise Foundry & Fence Co., Indianapolis, Ind.

Fencing, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Eureka Fence Mfg. Co., Richmond, Ind.
Keystone Steel & Wire Co., Peoria, Ill.
New Jersey Wire Cloth Co., Trenton, N. J.
Spring Steel Fence & Wire Co., Anderson, Ind.
Wright Wire Co., Worcester, Mass.

Files and Rasps
Nicholson File Co., Providence, R. I.
Russell & Erwin Mfg. Co., New Britain, Ct.

Filters, Water
Buffalo Mfg. Co., Buffalo, N. Y.
Lynn Filter Mfg. Co., Cincinnati, O.

Finger Nail Clippers
(See Clippers.)

Fireplace Goods
Rostand Mfg. Co., Milford, Ct.

Fire Doors
Coburn Trolley Track Mfg. Co., Holyoke, Mass.

Fire Pots
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, The, 61 Park Ave., Sycamore, Ill.

Fish Hooks
Enterprise Mfg. Co., Akron, O.

Fire Hose
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Fishing Reels
Enterprise Mfg. Co., Akron, O.

Fishing Tackle
Enterprise Mfg. Co., Akron, O.
Martin's Sons, E. J., 1½ Kingfisher St., Rockville, Ct.

Fishing Tackle Boxes
Merriam Mfg. Co., Durham, Ct.

Five and Ten-Cent Goods
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Franklin Specialty Co., 811 Cherry St., Reading, Pa.

Fixtures, Electric Light
Novelty Mfg. Co., Waterbury, Ct.

Flies, Spinners, etc.
(See Artificial Bait.)

Flower-Bed Guards
Wright Wire Co., Worcester, Mass.

Flue Stops
Clark Mfg. Co., J. L., Rockford, Ill.

Flue Thimble
Weber-Kirch Mfg. Co., Keokuk, Ia.

Fly Killers, Wire
Bigelow, J. F., Worcester, Mass.

Football Supplies
Draper & Maynard Co., Plymouth, N. H.

Food Choppers
Dana Mfg. Co., Cincinnati, O.
Landers, Frary & Clark, New Britain, Ct.
Rollman Mfg. Co., Mount Joy, Pa.
Russell & Erwin Mfg. Co, New Britain, Ct.

Food Cookers, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.

Foot Presses
(See Presses.)

Force Pumps or Cups
(See Rubber.)

Forks
(See Agricultural Implements.)

Fountains, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.

Fruit Jar Rings
(See Rubber.)

Fruit Presses
(See Presses.)

Furnaces and Heaters
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Furnaces
(See Soldering Furnaces and Gas Furnaces.)

Furniture Trimmings
American Ring Co., Waterbury, Ct.

Game Traps
Abingdon Trap Co., The, Abingdon, Ill.
Oneida Community, Ltd., Oneida, N. Y.

Garbage Cans
Arrow Can Co., 35 Warren St., New York.
Gem Mfg. Co., Chelsea Station, Boston, Mass.

Garden Hose
Buckley Rubber Co., J. W., 69 Warren St., New York.
Myers & Bro., F. E., Ashland, O.
Revere Rubber Co., Boston, Mass.

Garden Tools
Arcade Mfg. Co., Freeport, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.

Garment Hangers
(See Hangers.)

Gas Furnaces
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.

Gas Heaters
Turner & Seymour Mfg. Co., Torrington, Ct.

Gas Lamps, Inverted
(See Lamps.)

Gas Pliers
(See Pliers.)

Gaskets
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Gates, Steel Frame
Keystone Steel & Wire Co., Peoria, Ill.

Gates, Wire Farm
Spring Steel Fence & Wire Co., Anderson, Ind.

Gauges
Chapin-Stevens Co., Pine Meadow, Ct.
Williams & Co., J. H., Brooklyn, N. Y.

Gauge, Shingle
Wagner Mfg. Co., Cedar Falls, Ia.

Germicide
(See Cow Ease.)

Glass Cutters
Barrett, W. L., Bristol, Ct.
Hart Mfg. Co., The, Unionville, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Glass Cutting Boards
Lufkin Rule Co., Saginaw, Mich.

Glass Shelves
Novelty Mfg. Co., Waterbury, Ct.

Gloves, Baseball, etc.
Draper-Maynard Co., Plymouth, N.H.

Gongs
(See Bells.)

Glue
Baeder, Adamson & Co., Philadelphia, Pa.
Hewitt & Bros., C. B., 48 Beekman St., New York.

Gopher Traps
Abingdon Trap Co., The, Abingdon, Ill.

Gouges
Reliance Edge Tool Co., Youngstown, O.

Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Grass Catchers
(See Catchers.)

Grass Hooks
North Wayne Tool Co., Hallowell, Me.

Grass Shears
(See Shears.)

Grease
(See Articles.)

Grease Cups
(See Lubricating Appliances.)

Griddles
Advance Mfg. Co., Racine Junction, Wis.

Grinders
(See Lawn Mower Grinders.)

Grinding Wheels
Carborundum Co., Niagara Falls, N.Y.
Pike Mfg. Co., Pike, N. H.
Royal Mfg. Co., 208 E. Walnut St., Lancaster, Pa.

Grindstone Fixtures
Reading Hardware Co., Reading, Pa.

Grindstones
Cleveland Stone Co., Cleveland, O.

Grindstones, Bicycle
Cleveland Stone Co., Cleveland, O.

Gun Cleaners
Union Hdw. Co., Torrington, Ct.

Guns
Harrington & Richards Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., The, Dept. B., Norwich, Ct.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Parker Co, Chas., The, Meriden, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Hack Saws
(See Saws.)

Hair Clippers
(See Clipping Machines.)

Hame Fasteners
Bridgeport Chain Co., Bridgeport, Ct.

Hammer Handles
(See Handles.)

Hammers, Drop
Billings & Spencer Co., Hartford, Ct.
Merrill Bros., Maspeth, N. Y.

Hammers, Hand
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., Hartford, Ct.
Franklin Specialty Co., Reading, Pa.
Johnson, Wm., Newark, N. J.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Magnet
Billings & Spencer Co., Hartford, Ct.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Nickel Plated
Franklin Specialty Co., 811 Cherry St., Reading, Pa.
Pritchard-Strong Co., The, 29 Circle St., Rochester, N. Y.

Hammocks
Palmer Co., I. E., The, Middletown, Ct.

Hand Cars, Boys'
Glascock Bros. Mfg. Co., Muncie, Ind.
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.

Handcuffs,
(See Police Supplies.)

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Handles, Tool
Smith & Hemenway Co., 108 Duane St., New York.
Tuck Mfg. Co., Brockton, Mass.

Handles, Wooden
Hartwell Bros., Chicago Heights, Ill.

Hand Screws
(See Screws.)

Hangers, Barn Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.
National Mfg. Co., Sterling, Ill.
Reading Hardware Co., Reading, Pa.

Hangers, Coat, Folding
Pullman Mfg. Co., Rochester, N. Y.

Hangers, Eave Trough
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Holbrook Mfg. Co., The, Attleboro, Mass.

Hangers, Fire Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.

Hangers, Garment
Bennett Mfg. Co., The, 420 Auburn Ave, Buffalo, N. Y.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Taplin Mfg. Co., New Britain, Ct.

Hangers, House Door
Arcade Mfg. Co., Freeport, Ill.
Chicago Spring Butt Co., Chicago.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
National Mfg. Co., Sterling, Ill.

Hangers, Sash
Watrous Mfg. Co., E. L., Des Moines, Ia.

Hangers, Screen and Window
Phenix Mfg. Co., Milwaukee, Wis.

Hangers, Trouser, Skirt, etc.
Eclipse Mfg. Co., No. Girard, Pa.
Taplin Mfg. Co., The, New Britain, Ct.

Hardware Jobbers
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.

Hardware Manufacturers' Agents
Smith & Hemenway Co., 108-110 Duane St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Harmonicas
Hohner, M., 475 Broadway, N.Y.C.
Hotz, Fr., 475 Broadway, New York.

Harness
Eddy Mfg. Co., Worcester, Mass.

Harness Dressing
Frank Miller Co., The, 394 West 26th St., New York.

Harness Snaps
Covert Mfg. Co., Troy, N. Y.
National Safety Snap Co., Wilmington, Ohio.
Reading Hardware Co., Reading, Pa.

Harness Straps
Covert Mfg. Co., Troy, N. Y.

Hasps and Staples
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Hatchets
(See Axes and Hatchets.)

Hay Knives
Ely Mfg. Co., Theo. J., Girard, Pa..
Iwan Bros., Streator, Ill.

Haying Tools
Hunt, Helm, Ferris & Co., Harvard, Ill.
Myers & Bro., F. E., Ashland, O.

Heaters
(See Articles.)

Hedge Trimmers
Kampfe Bros., 8 Reade St., New York.
North Wayne Tool Co., Hallowell, Me.

Heel Plates
Griffin Mfg. Co., Erie, Pa.
Root Bros. Co., Plymouth, O.

Hinges, Blind and Gate
Parker Co., Chas., The, Meriden, Ct.

Hinges, Box
Acme Steel Goods Co., Chicago, Ill.

Hinges, Floor
Bommer Bros., Brooklyn, N. Y.
Columbian Hdw. Co., Cleveland, O.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.
Shelby Spring Hinge Co., Shelby, O.
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.

Hinges, Jamb
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.

Hinges, Spring
Bommer Bros., Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Shelby Spring Hinge Co., Shelby, O.

Hinges, Strap and T
Griffin Mfg. Co., Erie, Pa.
National Mfg. Co., Sterling, Ill.
Stanley Works, New Britain, Ct.

Hinges, Window and Screen
Arcade Mfg. Co., Freeport, Ill.

Hip Rein Supporters
Read Mfg. Co., O. B., Troy, N. Y.

Hitching Rings, Expansion
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Hods, Mortar and Brick
(Steel.)
Cleveland Wire Spring Co., Cleveland, O.

Hoes
(See Agricultural Implements.)

Hoists, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hoists, Electric
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hollow Ware
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Hooks, Belt
Bristol Co., Waterbury, Ct.

Hooks, Coat and Hat
Atlas Mfg. Co., New Haven, Ct.
National Mfg. Co., Sterling, Ill.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Hooks, Conductor
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Iwan Bros., Streator, Ill.

Hooks, Moulding
Williamson Wire Nov. Co., 56 Badger Ave., Newark, N. J.

Hooks, Safety Ladder
Taplin Mfg. Co., New Britain, Ct.

Horse Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.

Horseshoe Nails
(See Nails.)

Horse Pokes
Ely Mfg. Co., Theo. J., Girard, Pa.

Horse Tail Bands and Ties
Read Mfg. Co., O. B., Troy, N. Y.

Hose
(See Garden and Fire Hose.)

Hose Couplings
Nelson & Morrison Mfg. Co., Peoria, Ill.

Hose Nozzles
Myers & Bro., F. E., Ashland, O.

Hose Racks
Specialty Mfg. Co., St. Anthony Park, Minn.

House Numbers
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Huskers
Smith & Davis, Ames, Ia.

Hydrants
Myers & Bro., F. E., Ashland, O.

Hydraulic Presses
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Ice Chisels
Gilchrist Co., The, 236 Bank St., Newark, N. J.

Ice Cream Dishes
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.

Ice Cream Freezers
Dana Mfg. Co., Cincinnati, O.
North Bros. Mfg. Co., Phila, Pa.
Snow Flake Mfg. Co., The, 225 Fifth Ave., New York.
White Mountain Freezer Co., The, Nashua, N. H.

Ice Picks
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Franklin Specialty Co., Reading, Pa.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ice Tools
Arcade Mfg. Co., Freeport, Ill.
Gifford-Wood Co., Hudson, N. Y.: Arlington, Mass.
Schutte & Co., E. G., 230 Stark St., Cincinnati, O.

Incubators and Brooders
Miller Co., J. W., Box 118, Freeport, Ill.
Reliable Incubator & Brooder Co., Quincy, Ill.

Insect Powder
Hammond, B., Fishkill-on-Hudson, N. Y.

Insulating Paper
(See Paper.)

Iron Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.

Jacks
Covert Mfg. Co., Troy, N. Y.
Myers & Bro., F. E., Ashland, O.

Jacks, Ball Bearing
Acme Ball Bearing Sales Co., 56 Warren St., N. Y.

Jockey Stick
Ely Mfg. Co., Theo. J., Girard, Pa.

Joist Hangers
Columbian Hdw. Co., Cleveland, O.

Kerosene Mantle
Cohn, G., 335 Broadway, New York.

Kettle Scrapers
(See Scrapers.)

Key Rings
Smith & Egge Mfg. Co., Bridgeport, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., 56 Badger Ave., Newark, N. J.

Kick Plates
Griffin Mfg. Co., Erie, Pa.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Turner Brass Wks., The, 61 Park Ave., Sycamore, Ill.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Kitchen Ware, Wire
Bridgeport Wire Goods Co., Bridgeport, Conn.

Knife Blanks
(See Blanks.)

Knives
(See Butcher, Mincing, Pocket, etc.)

Knobs, Repair
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Kraut Cutters
Atkins & Co., E. C., Indianapolis, Ind.

Ladders, Long and Extension
Berger, L. D., 59 North 2d St., Philadelphia, Pa.

Ladders, Rolling Shelf
Bicycle Step Ladder Co., 55 Randolph St., Chicago, Ill.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Ladders, Step
Smith & Son, F., Clinton, Ia.

Lamps
Hammer & Co., Branford, Ct.

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Lamps, Automobile
Ham Mfg. Co., C. T., Rochester, N.Y.
Lamps, Driving
Ham Mfg. Co., C. T., Rochester, N.Y.
Lamps, Gas, Inverted
Ramsdell Inverted Lamp Co., The, 1123 Broadway, N. Y.
Lanterns
Ham Mfg. Co., C. T., Rochester, N. Y.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Latch, Barn Door
Wagner Mfg. Co., Cedar Falls, Ia.
Latches
Peck-Hamre Mfg. Co., The, Berlin, Wis.
Lathing, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., The, St. Louis, Mo.
Lawn Furniture
Buffalo Wire Wks. Co., Buffalo, N.Y.
Lawn Guards
Wright Wire Co., Worcester, Mass.
Lawn Mower Grinder
Coldwell Lawn Mower Co., Newburgh, N. Y.
Peoria Lawn Mower Grinder Co., 418 So. Wash St., Peoria, Ill.
Root Bros. Co., The, Plymouth, O.
Lawn Mower Sharpener
Eureka Sharpener Co., Detroit, Mich.
National Machine & Stamping Co., Detroit, Mich.
Lawn Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.
Philadelphia Lawn Mower Co., Philadelphia, Pa.
Reading Hdw. Co., Reading, Pa.
Worcester Lawn Mower Co., Worcester, Mass.
Lawn Shoes, Horse
(Steel.)
Gregg Mfg. Co., The, 2229 Ashland Road, Cleveland, O.
Lawn Sprinklers
Novelty Mfg. Co., Waterbury, Ct.
Specialty Mfg. Co., St. Anthony Park, Minn.
Standard Stamping Co., Marysville, Ohio.
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Lawn Swings
Myers & Bro., F. E., Ashland, O.
Lawn Trimmers
(See Grass Trimmers.)
Leather Goods, Sporting
Draper & Maynard Co., Plymouth, N. H.
Lemon Squeezers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Landers, Frary & Clark, New Britain, Ct.
Parker & Co., Chas., Meriden, Ct.
Sommer's Son, John, Newark, N. J.
Levels
Baker-McMillen Co., The, Akron, O.
Chapin-Stephens Co., Pine Meadow, Ct.
Davis & Cook, Watertown, N. Y.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Lighting Systems
Consolidated Gas & Electric Co., Chicago, Ill.
Everready Gas Co., Lake and Curtis Sts., Chicago, Ill.
Lines
(See Articles.)
Locks and Knobs, Door
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Taylor & Boggis Fdry. Co., Cleveland, O.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Locks, Box
Acme Steel Goods Co., Chicago, Ill.
Locks, Unit
Russell & Erwin Mfg. Co., New Britain, Ct.
Lockers, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.
Lubricants
(See also Oil.)
Dixon Crucible Co., Jos., Jersey City, N. J.
Lunch Kits, Auto Touring
Motor Car Equipment Co., 55 Warren St., New York.
Machinery
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.
Machinists' Tools
Billings & Spencer Co., Hartford, Ct.
Starrett Co., L. S., Athol, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Mail Bags, Canvas
Excelsior Implement Co., Troy, N.Y.
Mail Boxes
(See Boxes.)
Manicure Goods
Cook Co., H. C., The, Ansonia, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Mangers
(See Stable Fixtures.)
Mantels
Ironton Wood Mantel Co., Ironton, O.
Manufacturers' Agents
(See Hardware.)
Match Safes
Buffalo Mfg. Co., Buffalo, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Mats, Flexible Steel
Acme Steel Goods Co., Chicago, Ill.
Mats, Rubber
(See Rubber.)
Mats, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Meat Choppers
(See Food Choppers.)
Metal Ceilings
(See Ceilings.)
Metal Novelties
Cook Co., H. C., The, Ansonia, Ct.
Novelty Mfg. Co., Waterbury, Ct.
Metal Polish
(See Polish.)
Metals, Embossed
Novelty Mfg. Co., Waterbury, Ct.
Metals, Perforated
Clinton Wire Cloth Co., Clinton, Mass.
Novelty Mfg. Co., Waterbury, Ct.
Micrometers
Starrett Co., L. S., Athol, Mass.
Milk and Cream Testers
American Hardware Mfg. Co., 1208 Fulton St., Ottawa, Ill.
Milk Bottle Rack
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Mincing Knives
Arcade Mfg. Co., Freeport, Ill.
Smith & Hemenway Co., 108 Duane St., New York.
Mirrors, Adjustable
Novelty Mfg. Co., Waterbury, Ct.
Miter Boxes
(See Boxes.)
Molders' Tools
Dobson, Wm., Canastota, N. Y.
Mop Wringers
Dana Mfg. Co., Cincinnati, O.
Eagle Cooperage Wks., Circleville, O.
Ely Mfg. Co., Theo. J., Girard, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
White Mop Wringer Co., Fultonville, N. Y.
Mops
Arcade Mfg. Co., Freeport, Ill.
Eagle Cooperage Wks., Circleville, O.
Estes Mill, Fall River, Mass.
Motor Cars
(See Automobiles.)
Motors, Water
Lippincott, W. M. & I. Dept., Newark, N. J.
Moulding Hooks
Forsyth Mfg. Co., 308 Terrace St., Buffalo, N. Y.
Williamson Wire Nov. Co., C. T., 56 Badger Ave., Newark, N. J.
Mouse Traps
Abingdon Trap Co., The, Abingdon, Ill.
Animal Trap Co., Lititz, Pa.
Hotchkiss, E. S., Bridgeport, Ct.
Mowers
(See Horse; see Lawn.)
Nail Clips
(See Clippers.)
Nail Pullers
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Morrill, Chas., 275 Broadway, N. Y.
Smith & Hemenway, 108-110 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.
Nail Sets
Johnson, Wm., Newark, N. J.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Tuck Mfg. Co., Brockton, Mass.
Nails, Copper
Hussey & Co., C. G., Pittsburg, Pa.
Nails, Horseshoe
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Nails, Picture
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Nails, Rubber Head
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.
Nails, Upholstery
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Nails, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Neck Rein Holders
Read Mfg. Co., O. B, Troy, N. Y.
Needles, Machine
Excelsior Supply Co., Chicago, Ill.
Nippers
(See Pliers and Nippers.)
Nut Crackers
Arcade Mfg. Co., Freeport, Ill.
Nuts
(See Bolts and Nuts.)
Oil, Axle
Miller Co., Frank, 349 W. 26th St., New York.
Oil Cans, Spout and Faucet
Wall Mfg. Supply Co., P., Allegheny, Pa.
Oil Cans, Pocket
Meisselbach & Bro., A. F., 32-38 Prospect St., Newark, N. J.
Oil Cups
(See Lubricating Appliances.)
Oilers
American, Tube & Stamping Co. Bridgeport, Ct.
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., Pa., Allegheny, Pa.
Oilers, Force Pump
Bloomer, R. E., Keithsburg, Ill.
Maple City Mfg. Co., Monmouth, Ill.
Oil, Lubricating
Three-in-One Oil Co., 42 Broadway, New York.
Oil Stones
Carborundum Co., Niagara Falls, N.Y.
Pike Mfg. Co., Pike, N. H.
Oil Stoves
(See Stoves.)
Optical Goods
Manasse, L., 88 Madison St., Chicago, Ill.
Oyster Knives
Johnson, Wm., Newark, N. J.
Packing
(See Rubber.)
Padlocks
Miller Lock Co., Philadelphia, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Pails, Dairy
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Pails, Dinner
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Paint, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

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Paint Brushes
(See Brushes.)
Paint Remover
(See Varnish Remover.)
Paint, Silica Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Paint, Wall Coating
Alabastine Co., Grand Rapids, Mich.
Paints, Enamels, etc.
Hammond, B., Fishkill-on-Hudson, N. Y.
Martin-Senour Co., The, 2514 Quarry St., Chicago.
Papers, Building and Roofing
Barrett Mfg. Co., New York.
Bird & Son, F. W., East Walpole, Mass.
Hewitt & Bros., C. B., 48 Beekman St., New York.
Paper, Hardware Wrapping
Hewitt & Bros., C. B., 48 Beekman St., New York.
Paring Knives
Smith & Hemenway Co., 108 Duane St., New York.
Paste, Powder
Hoyt, Arthur S., W. Broadway and Chambers St., New York.
Patents
Peck, Hubert E., 625 F St., Washington, D. C.
Pavement, Filler
Barrett Mfg. Co., New York.
Pencil Points, Engravers'
Carborundum Co., Niagara Falls, N.Y.
Perforated Metal
(See Metals.)
Picture Cord Wire
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Wright Wire Co., Worcester, Mass.
Picture Hooks
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Picture Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pineapple Eye Clip
Harvey Mfg. Co., 549 Granite Bldg., Rochester, N. Y.
Pineapple Eyer
Yawman & Knapp Mfg. Co., Rochester, N. Y.
Pins, Escutcheon
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pipe Cutters
Barnes Tool Co., New Haven, Ct.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Hangers, Steel
(See Hangers.)
Pipe Hooks and Straps
Berger Bros. Co., 231-237 Arch St., Philadelphia, Pa.
Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Taps, Reamers and Drills
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Vises
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Pistols
(See also Revolvers.)
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Pitch
Barrett Mfg. Co., New York.
Planes
Chapin-Stephens Co., Pine Meadow, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Plate Cleaners
Lasher Mfg. Co., Davenport, Ia.
Planters, Corn, etc.
Sheffield Mfg. Co., Burr Oak, Mich.
Planters, Potato
Sheffield Mfg. Co., Burr Oak, Mich.
Plated Ware, Nickel
(Knives and Forks.)
Union Cutlery & Hardware Co., Unionville, Ct.
Plated Ware, Silver
(Knives and Forks.)
Union Cutlery & Hdw. Co., Unionville, Ct.
Plated Ware, Silver
American Silver Co., Bristol, Ct.
Associated Silver Co., 152-158 Lake St., Chicago, Ill.
International Silver Co., Meriden, Ct.
Oneida Cummunity, Ltd., Oneida, N. Y.
Pliers and Nippers
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Johnson, Wm., Newark, N. J.
Morril, Chas., 275 Broadway, New York.
Smith & Hemenway Co., 108 Duane St., New York.
Schollhorn Co., Wm., New Haven, Ct.
Utica Drop Forge & Tool Co., Utica, N. Y.
Plows
Syracuse Chilled Plow Co., Syracuse, N. Y.
Plumb Bobs
Reading Hardware Co., Reading, Pa.
Starrett Co., L. S., Athol, Mass.
Tower & Lyon Co., 95 Chambers St., New York.
Plumbers' Brass Goods
Landers, Frary & Clark, New Britain, Ct.
Plumbing Fixtures
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.
Pocket Knives
Northfield Knife Co., Northfield, Ct.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Police Supplies
Tower & Lyon Co., 95 Chambers St., New York.
Polish, Stove
Black Silk Stove Polish Works, Sterling, Ill.
Dixon Crucible Co., Jos., Jersey City, N. J.
Nickel Plate Stove Polish Co., Chicago, Ill.
Porcelain Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Post Hole Diggers
(See Augers.)
Pot Covers, Kitchen
Lasher Mfg. Co., Davenport, Ia.
Pot Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Poultry Netting
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Presses, Meat and Fruit
Erie Specialty Co., Erie, Pa.
Pruning Shears
(See Shears.)
Pry Bar and Nail Puller
Bonner Mfg. Co., C. E., Chrisman, Ill.
Pumps
Myers & Bro., F. E., Ashland, O.
Punches, Belt
Bemis & Call Hdw. & Tool Co., Springfield, Mass.
Schollhorn Co., Wm., New Haven, Ct.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Punches, Conductors'
Bridgeport Hardware Co., Bridgeport, Ct.
Johnson, Wm., Newark, N. J.
Schollhorn Co., Wm., New Haven.
Punches, Hand
Morrill, Chas., 275 Broadway, N. Y.
Push Carts
Syracuse Chilled Plow Co., Syracuse, N. Y.
Push Plates
Griffin Mfg. Co., The, Erie, Pa.
Putty Knives
Smith & Hemenway Co., 108 Duane St., New York.
Radiators
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.
Rake, Self-Cleaning
Cronk & Carrier Mfg. Co., The, Elmira, N. Y.
Rakes
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Ranges
(See Stoves.)
Ratchet Drills
Billings & Spencer Co., Hartford, Ct.
Ratchet Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St. Boston, Mass.
Rat Traps
Abingdon Trap Co., The, Abingdon, Ill.
Hotchkiss, E. S., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Worcester Wire Novelty Co., Canton, O.
Razor Blade Holder
(See Razor Stroppers, Safety.)
Razor Guards
Weiss, L. T., 297 Taaffe Place, Brooklyn, N. Y.
Razor Hones
Carborundum Co., The, Niagara Falls, N. Y.
Droescher, S. B., 79 Warren St., New York.
Pike Mfg. Co., Pike, N. H.
Razor Stropper, Safety
Bestgen & Co., J. G., 161 Summer St., Boston, Mass.
Perfection Mfg. Co., 7 Water St., Boston, Mass.
Razor Strops
Kampfe Bros., 8 Reade St., N. Y.
Eddy Mfg. Co., Worcester, Mass.
Razors
Droescher, S. B., 79 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Razors, Corn
Kampfe Bros., 8 Reade St., N. Y.
Razors, Safety
American Safety Razor Co., 320 Broadway, N. Y.
Kampfe Bros., 8 Reade St., N. Y.
Ward Safety Razor Co., 751 Star Bldg., Chicago.
Reamers
Tuck Mfg. Co., Brockton, Mass.
Recording Instruments
Bristol Co., Waterbury, Ct.
Reels
(See Fishing Reels.)
Refrigerator Basket
Burlington Basket Co., Burlington, Ia.
Refrigerator Drip Pan
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Refrigerator Trimmings
Arcade Mfg. Co., Freeport, Ill.
Brass Goods Mfg. Co., Brooklyn, N. Y.
Refrigerators
Alaska Refrigerator Co., The, Muskegon, Mich.
G. R. Refrigerator Co., Grand Rapids, Mich.
Herrick Refrigerator Co., Waterloo, Ia.
Registers, Wall and Floor
Berger, L. D., 59 No. Second St., Philadelphia, Pa.
Reloading Tools
Union Hdw. Co., Torrington, Ct.
Revolvers
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Johnson's Arms & Cycle Wks., Iver, 163 River St., Fitchburg, Mass.
Riddles
(See Screens.)

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Rifles
Hamilton Rifle Co., Plymouth, Mich.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Rifles, Air
Daisy Mfg. Co., 280 Union St., Plymouth, Mich.

Rivet Machines
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Riveting Machines
Root Bros. Co., The, Plymouth, O.

Riveting Machines, Hand
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Rivets
Garland Nut & Rivet Co., Pittsburg, Pa.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Roller Skates
(See Skates.)

Roof Coating, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Roofing Felts
Barrett Mfg. Co., New York.
Stowell Mfg. Co., Jersey City, N. J.

Roofing Paper
(See Paper.)

Roofing, Slate
Johnson Co., E. J., 38 Park Row, New York.

Roofings, Prepared
Barrett Mfg. Co., New York.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Stowell Mfg. Co., Jersey City, N. J.

Rope
(See Cordage.)

Rubber Fruit Jar Rings
Buckley Rubber Co., J. W., 69 Warren St., New York.

Rubber Force Cups
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Goods, Mechanical
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Mats
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Matting
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Packing
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford, St., Boston, Mass.

Rubber Tips, Cane and Crutch
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Slotted Screw
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tubing
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rules
Chapin-Stephens Co., Pine Meadow, Ct.
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Stanley Rule & Level Co., New Britain, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Sad Irons, Asbestos
Dover Mfg. Co., Canal Dover, O.

Safety Razors
(See Razors.)

Sand Paper
(See Emery Paper.)
(See Carborundum Paper & Cloth.)

Sash Balances
Pullman Mfg. Co., Rochester, N. Y.

Sash Chains
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community Co., Oneida, N.Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Sash Cord
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Sash Fasteners
(See Fasteners.)

Sash Hangers
(See Hangers.)

Sash Lifts
Columbian Hdw. Co., Cleveland, O.
Griffin Mfg. Co., The, Erie, Pa.

Sash Locks
Champion Safety Lock Co., Geneva, O.
Ives Co., H. B., New Haven, Ct.
National Mfg. Co., Sterling, Ill.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Shelby Spring Hinge Co., Shelby, O.
Taylor Mfg. Co., Hartford, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Sash Operating Devices
Drouve Co., G., Bridgeport, Ct.

Sash Pulleys
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Saw Clamp
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Saw Handles, Cross-Cut
Ely Mfg. Co., Theo. J., Girard, Pa.

Saw Jointer
Pike Mfg. Co., Pike, N. H.

Saw Sets and Tools
Atkins & Co., E. C., Indianapolis, Ind.
Morrill, Chas., 275 Broadway, N.Y.C.
Smith & Hemenway Co., 108 Duane St., New York.

Sawing Machines (Hand and Foot Power)
Barnes Tool Co., New Haven, Ct.

Saws, Hack
Atkins & Co., E. C., Indianapolis, Ind.
Millers Falls Co., 28 Warren St., New York.
Union Hardware Co., Torrington, Ct.

Saws, Hand, etc.
Atkins & Co., E. C., Indianapolis, Ind.
Norvell-Shapleigh Hardware Co., St. Louis, Mo.
Simonds Mfg. Co., Fitchburg, Mass.

Saws, Ice
Gifford-Wood Co., Hudson, N. Y.

Saws, Keyhole
Bridgeport Hdw. Mfg. Co., The, Bridgeport, Ct.

Scales
Landers, Frary & Clark, New Britain, Ct.
Osgood Scale Co., Binghamton, N.Y.
Pelouze Scale & Mfg. Co., 118 W. Jackson Boul., Chicago, Ill.
Reading Hdw. Co., Reading, Pa.
Stimpson Scale & Mfg. Co., 100 Park Place, Northville, Mich.

Scissors
(See Shears.)

Scissors Grinder
Buck, V. P., 82 Lincoln St., Boston, Mass.

Scrapers, Floor and Cabinet
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Fox Mfg. Co., 185 Second St., Milwaukee, Wis.

Scrapers, Foot
National Mfg. Co., Sterling, Ill.
Reading Hdw. Co., Reading, Pa.

Screen and Window Hangers
(See Hangers.)

Screens, Coal, Sand, etc.
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Screens, Metallic, Adjusting
Metallic Screen Co., Collins, Wis.

Screens, Window
Sherwood Metal Working Co., Syracuse, N. Y.

Screw Drivers
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., The, Hartford, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Johnson, Wm., Newark, N. J.
North Bros. Mfg. Co., Phila., Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Tuck Mfg. Co., Brockton, Mass.

Screw Machine Products to 1 in. Diameter
Barnes Co., Wallace, The.

Screw Pulleys
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Screws, Coach and Lag
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Hand and Bench
Chapin-Stephens Co., Pine Meadow, Ct.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Reading Hardware Co., Reading, Pa.

Screws, Machine and Cap
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Wood
Parker Co., Chas., The, Meriden, Ct.

Scribes, Timber
Bemis & Call Hdw. & Tool Co., Springfield, Mass.

Scythes
North Wayne Tool Co., Hallowell, Me.

Scythe Stones and Whetstones
Carborundum Co., Niagara Falls, N.Y.
Cleveland Stone Co., Cleveland, O.
Pike Mfg. Co., Pike, N. H.

Seed Sowers
Cyclone Seeder Co., Urbana, Ind.

Separators, Dairy Cream
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Settees and Chairs, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.

Sharpeners
(See Articles.)

Shears and Scissors
Atlas Shear Co., Bridgeport, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Heinisch's Sons Co., R., Newark, N. J.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Wiss & Sons Co., J., Newark, N. J.

Shears, Grass
Smith & Hemenway Co., 108 Duane St., New York.

Shears, Pruning
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Rhodes Mfg. Co., 22 N. Pine St., Grand Rapids, Mich.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Shears, Sheep
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Smith & Hemenway Co., 108 Duane St., New York.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Sheet Metal Specialties
Bridgeport Wire Goods Co., Bridgeport, Ct.

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Shelf Boxes
(See Boxes.)

Shelf Ladders
(See Ladders.)

Shellac Bleachers
Berry Bros., Ltd., Detroit, Mich.

Shelving, Hardware
Warren Mfg. Co., J. D., Chicago, Ill.

Shingle Gauge
(See Gauges.)

Shoe Holder and Polisher
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Shoe Lasts and Stands
Root Bros. Co., The, Plymouth, O.

Shot Guns
(See Guns.)

Shovels, Spades and Scoops
Avery Stamping Co., Cleveland, O.

Show Cases
Grand Rapids Fixtures Co., Grand Rapids, Mich.

Signs, Decalcomania
Meyercord Co., The, Chamber of Commerce, Chicago, Ill.

Silverware
(See Plated Ware.)

Sink Brushes, Wire
Bigelow, J. F., Worcester, Mass.

Sink Cleaners
Bridgeport Wire Goods Co., Bridgeport, Ct.

Sink Strainers
(See Strainers.)

Sinks
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Skate Sharpeners
Smith & Hemenway Co., 108 Duane St., New York.

Skates, Ice
Barney & Berry, Springfield, Mass.
New York Sporting Goods Co., 17 Warren St., New York.
Union Hdw. Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skates, Roller
Barney & Berry, Springfield, Mass.
Chicago Roller Skate Co., 65 S. Canal St., Chicago, Ill.
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
New York Sporting Goods Co., 17 Warren St., New York.
Richardson Ball Bearing Skate Co., 501 Wells St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skirt Hangers
(See Hangers.)

Skylights
Drouve Co., G., Bridgeport, Ct.

Sleds
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.

Sleds, Steel
Wagner Mfg. Co., Cedar Falls, Ia.

Sleds, Coaster
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.

Sleeve Boards
Eclipse Mfg. Co., No. Girard, Pa.

Snow Shovels
Avery Stamping Co., Cleveland, O.

Solderene
Solderene Co., 53 State St., Boston, Mass.

Solderene Flux Sticks
Solderene Co., 53 State St., Boston, Mass.

Solderene Paste
Solderene Co., 53 State St., Boston, Mass.

Solderene Sticks, Aluminum
Solderene Co., 53 State St., Boston, Mass.

Soldering Coppers
Clendennin Bros., Baltimore, Md.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Soldering Furnace, Kerosene
Barnes Tool Co., New Haven, Ct.

Soldering Furnaces
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Soldering Sets
Arcade Mfg. Co., Freeport, Ill.

Spark Guards, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.

Spoke Shaves
Johnson, Wm., Newark, N. J.
Stanley Rule & Level Co., New Britain, Ct.

Spoons and Forks
(See Plated Ware.)

Spoons, Tinned
Atlas Mfg. Co., New Haven, Ct.

Sporting Goods
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Draper-Maynard Co., Plymouth, N. H.
New York Sporting Goods Co., 17 Warren St., New York.

Spraying Machines
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, O.

Spring Hinges
(See Hinges.)

Springs
Barnes Co., Wallace, The, Bristol, Ct.
Tuck Mfg. Co., Brockton, Mass.

Sprockets, Cycle and Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.

Squares, Steel
Nicholls Mfg. Co., Ottumwa, Ia.
Russell & Erwin Mfg. Co., New Britain, Ct.

Squares, Try, Mitre, etc.
Stanley Rule & Level Co., New Britain, Ct.
Starrett Co., L. S., Athol, Mass.
Union Cutlery & Hardware Co., Unionville, Ct.

Stable Fixtures
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Stamping, Sheet Metal
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Mossberg Co., Frank, Attleboro, Mass.
Tuck Mfg. Co., Brockton, Mass.

Staple Puller, Fence
Bonner Mfg. Co., C. E., Chrisman, Ill
Utica Drop Forge & Tool Co., Utica, N. Y.

Staples, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Wright Wire Co., Worcester, Mass.

Steak Pounders
Arcade Mfg. Co., Freeport, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.

Steam Cooker and Baker
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Ohio Cooker Co., The, Toledo, O.

Steel
American Tube & Stamping Co., Bridgeport, Ct.

Steel Stampings, Cold Rolled
Advance Mfg. Co., Racine Junction, Wis.
American Tube & Stamping Co., Bridgeport, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Griffin Mfg. Co., The, Erie, Pa.
Mossberg Co., Frank Attleboro, Mass.

Steel Ware, Cooking
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Step Ladders
(See Ladders.)

Stocks and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Stove Lusta, Self Shining
Crosby & Co., Detroit, Mich.

Stove Polish
(See Polish.)

Stove Trucks
(See Trucks.)

Stoves and Ranges
Mott Iron Wks., J. L., 5th Ave. and 17th St., New York.

Stoves, Oil and Gasoline
Taylor & Boggis Fdy. Co., Cleveland, O.

Strainers, Tea and Coffee
Porter Machine & Stamping Works, Gregory, Mich.

Strainers, Sink
Andrews Wire & Iron Wks., Rockford, Ill.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Strawberry Huller
Stephens & Co., Windsor, Waltham, Mass.

Stretchers, Fence
(See Wire Stretchers.)

Strops
(See Razor Straps.)

Sweepers, Lawn and Walk
Greene Mfg. Co., Springfield, O.

Swimming Devices
Ayvad Mfg. Co., Hoboken, N. J.

Swings, Porch and Lawn
National Ventilator Co., 149 South Jefferson St., Chicago, Ill.

Table Ware
(See Plated Ware.)

Tackle Blocks
(See Blocks.)

Tacks, Brass Head
American Ring Co., Waterbury, Ct.

Tacks, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Tamale Kettles
(See Kettles.)

Tanks
(See Articles.)

Tapes, Measuring
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Starrett Co., L. S., Athol, Mass.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Tapping Machines for Street Mains
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Taps and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Tempering Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Thumb Tacks
Hawkes-Jackson Co., 82 Duane St., New York.

Ties, Horse and Cow
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.

Tiling Spades
Iwan Bros., Streator, Ill.

Tin Boxes, Cash, Bond, etc.
(See Boxes.)

Toasters, Bread
Standard Stamp'g Co., Maryville, O.

Tongs, Machinist
Barnes Tool Co., New Haven, Ct.

Tool Bags
(See Articles.)

Tool Chests and Cabinets
American Tool Chest Co., 200 W. Houston St., New York.

Tool Racks
Herrick Co., F. A., Jackson, Mich.

Tool Steel
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Tools
(See Articles.)

Torches, Engine
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

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Torches, Plumbers'
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Torches, Outdoor, Gasoline
Turner Brass Works, 61 Park Ave., Sycamore, Ill.

Towel Bars
Taplin Mfg. Co, The, New Britain, Ct.

Traps
(See Articles.)

Trays, Crumb
Buffalo Mfg. Co., Buffalo, N. Y.

Tree Guards
Buffalo Wire Wks. Co., Buffalo, N.Y.
Wright Wire Co., Worcester, Mass.

Trellis Work
Wright Wire Co., Worcester, Mass.

Trolley Tracks, Overhead
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Trouser Hanger
See Hangers.)

Trowels, Masons'
Atkins & Co., Inc., E. C., Indianapolis, Ind.
Johnson, Wm., Newark, N. J.

Trowels, Garden
Avery Stamping Co., Cleveland, O.
Johnson, Wm., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Trucks, Factory
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Trucks, Hand
Clark Co., Geo. P., The, Windsor Locks, Ct.

Trucks, Nail Keg
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Trucks, Stove
Arcade Mfg. Co., Freeport, Ill.

Tubing, Steel
American Tube & Stamping Co., Bridgeport, Ct.
Shelby Steel Tube Co., Pittsburg, Pa.

Turnbuckles
Merrill Bros., Maspeth, N. Y.
Manning, Bowman & Co., Meriden, Ct.

Twines
(See also Cordage.)
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.

Twist Drills
(See Drills.)

Valves and Fittings
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Valves and Plungers
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Myers & Bro., F. E., Ashland, O.

Valves, Pump
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Varnishes
Adams & Elting Co., Chicago, Ill.
Berry Bros., Ltd., Detroit, Mich.
Martin-Senour Co., The, 2514 Quarry St., Chicago, Ill.

Vases, Iron
Mott Iron Works, J. L., 5th Ave. and 17th St., New York.

Ventilators
Drouve Co., G., Bridgeport, Ct.
Iwan Bros., Streator, Ill.

Ventilators, Revolving
Berger Bros. Co., Philadelphia, Pa.

Vises
Abernathy Vise & Tool Co., 331 Englewood Ave., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Leavens Mfg. Co., Vineland, N. J.
Parker Co., Chas., Meriden, Ct.
Rock Island Tool Co., Rock Island, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Williams & Co., J. H., Brooklyn, N. Y.

Waffle Irons
Ely Mfg. Co., Theo. J., Girard, Pa.
Reading Hardware Co., Reading, Pa.

Wagon Jacks
(See Jacks.)

Wagons, Coaster
Hill-Standard Mfg. Co., 458 Chase St., Anderson, Ind.
Hunt, Helm, Ferris & Co., Harvard, Ill.

Wagons, Delivery
Sycamore Wagon Works, 109 Edward St., Sycamore, Ill.

Wash Boilers
Berger, L. D., 59 North St., Philadelphia, Pa.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Wash Tubs
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Washers
Griffin Mfg. Co., The, Erie, Pa.

Washers, Friction
Barnes Co., Wallace, The, Bristol, Ct.

Washing Machines
Boss Washing Machine Co., Cincinnati, O.
Brammer Mfg. Co., H. F., 1469 W. Second St., Davenport, Ia.
Glascock Bros. Mfg. Co., Muncie, Ind.
Waverley Woodenware Wks., St. Joseph, Mo.
White Lily Washer Co., Davenport, Ia.

Washing Machines — Water Motor
American Washer Co., 118 Sydney St., St. Louis, Mo.
Coffield & Son, P. T., Dayton, O.

Waste
Estes Mills, Fall River, Mass.

Water Coolers
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.

Water Motors
(See Motors.)

Weaners
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.

Welding Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Welding Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.

Well Wheels
Reading Hardware Co., Reading, Pa.
Union Elevator & Machine Co., 144 Ontario St., Chicago, Ill.

Wheelbarrows
McWhinnie Wheelbarrow Works, Poughkeepsie, N. Y.
Syracuse Chilled Plow Co., Syracuse, N. Y.

Whip Display Rack
Best, John H., Galva, Ill.

Wholesalers, Gen'l Mdse.
Butler Bros., Chicago, Ill.

Wicking
Estes Mills, Fall River, Mass.

Window Cleaners
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Window Cord
See Sash Cord.)

Window Fasteners
(See Sash Fasteners.)

Window Locks, Ventilating
Holland Mfg. Co., Florence, Mass.

Window Signs
(See Decalcomania Signs.)

Window Screens
(See Screens.)

Wire, Barbed
Keystone Steel & Wire Co., Peoria, Ill.

Wire Baskets
(See Baskets.)

Wire Chains
(See Chains.)

Wire Cloth
Buffalo Wire Works Co., Buffalo, N. Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Wire Cloth Cabinet
Roller Cabinet Wks., Sterling, Ill.

Wire Clothes Line
(See Clothes Line.)

Wire Cutters
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.

Wire-Drawing Machinery
Wright Wire Co., Worcester, Mass.

Wire Fences
(See Fencing, Iron and Wire.)

Wire Goods
Andrew Wire & Iron Wks., Rockford, Ill.
Bridgeport Wire Goods Co., Bridgeport, Ct.
Buffalo Wire Works Co., Buffalo, N. Y.
Parker Wire Goods Co., Worcester, Mass.

Wire Lathing
(See Lathing.)

Wire Nails
(See Nails.)

Wire Mats
(See Mats.)

Wire Pliers
Bonner Mfg. Co., C. E., Chrisman, Ill.

Wire Reels
Eureka Fence Co., Richmond, Ind.
Mossberg Co., Frank, Attleboro, Mass.

Wire Rope, Iron and Steel
Wright Wire Co., Worcester, Mass.

Wire Specialties
(See Articles.)

Wire Straightening Machines
Shuster Co., F. B., The, New Haven, Ct.

Wire Stretchers
Arcade Mfg. Co., Freeport, Ill.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Keystone Steel & Wire Co., Peoria, Ill.
Spring Steel Fence & Wire Co., Anderson, Ind.

Wood Screws
(See Screws.)

Wrench, Reversible Chain
Bonner Mfg. Co., C. E., Chrisman, Ill.
Williams & Co., J. H., Brooklyn, N. Y.

Wrenches
Barnes Tool Co., New Haven, Ct.
Bemis & Call Hardware & Tool Co., Springfield, Mass.
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Coes Wrench Co., Worcester, Mass.
Irland Pipe Wrench Co., 15 Court Sq., Boston, Mass.
McCabe, F. J., Shelton, Ct.
Mossberg Co., Frank, Attleboro, Mass.
Page-Storms Drop Forge Co., Springfield, Mass.
Russell & Erwin Mfg. Co., New Britain, Ct.
Star Mfg. Co., Carpentersville, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Vandegrift Mfg. Co., Shelbyville, Ind.
Walworth Mfg. Co., 128-136 Federal Bldg., Boston, Mass.

Wrenches, Fittings
Williams & Co., J. H., Brooklyn, N. Y.

Wringers
(See Articles.)

Yarn, Lath and Fodder
Columbian Rope Co., Auburn, N. Y.

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Stevens Odorless Gun Oil



OUR LATEST FIREARM ACCESSORY

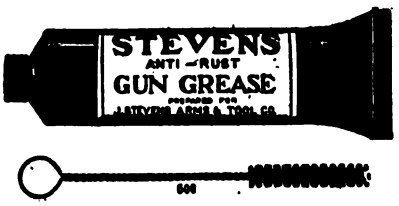
"BEST BY TEST—SUPERIOR TO ALL THE RE T"

This oil is a lubricant, rust preventive, polishing and cleaning compound. It is guaranteed to be absolutely pure and to contain no acid. Especially adapted for Firearms, Bicycles, Sewing Machines and all Mechanisms requiring a High Grade Oil.

List Price, in 1 ounce bottle, 10c.
In 4 ounce bottle, 25c.

Stevens Firearm Accessories

are PRACTICAL, POPULAR, IN WIDE DEMAND



Every progressive merchant handles STEVENS ODORLESS GUN OIL, ANTI-RUST GUN-GREASE, RIFLE CLEANING RODS, SHOTGUN CLEANERS, Etc., Etc.

Ask your jobber. Persist in insisting on the STEVENS

Send for 160-page complete catalogue

J. STEVENS ARMS & TOOL CO.

P. O. BOX 225

CHICOPEE FALLS, MASS., U. S. A.

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READ'S SPEC

Advertised extensively. Mou
cards. Dealer's profit, 100 per
Hardware and 300 Saddlery J
hasn't them, order of Saddler
for 48-page catalog.

O. B. READ MFG. CO.

BOLT CLIPPERS

"EASY"
"NEW EASY"
"ALLEN-RANDALL"

H. K. PORTER

Factory and Office
6 Ashland St., Everett, Mass., U. S. A.

THIS IS THE TRADE MARK OF THE GENUINE

"STILLSON" WRENCH



IT IS A GUARANTEE of Quality and your Protection Against Inferior Imitations



WALWORTH M'F'G CO.

SOLE MAKERS

BOSTON, 128-136 Federal Street.
NEW YORK Office, Park Row Building.

WRITE FOR RED BOOKLET OF TOOLS

THE AJAX SELF WITHDRAWING WOOD BORING MACHINE

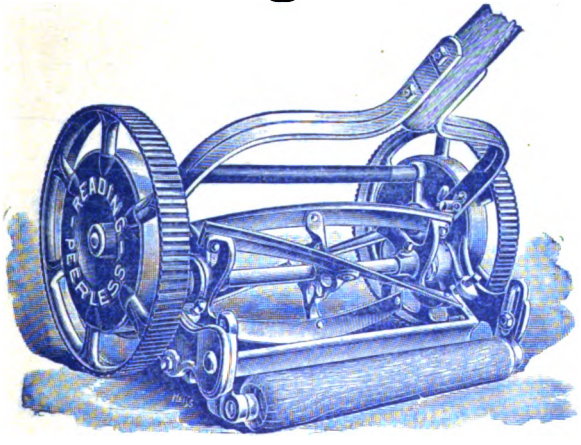


does not require a special auger
will bore to any depth; strong
and durable -- All important
parts of malleable iron. --
Sold by the wholesale hardware trade

AJAX MANUFACTURING CO.
PITTSBURGH, PA.

Manufacturers of the Ajax and Phillips Wood Boring Machines. Standard and I.X.L. Saw Gummers. Collins Self Feed and Dudgeon Style Tube Expanders, Cutters, Swages, etc.

Reading Lawn Mowers



Complete line of up-to-date Mowers with and without Ball-Bearings. Finest materials and workmanship. Send for Catalogue and Prices.

READING HARDWARE COMPANY

NEW YORK: 96 and 98 Reade Street
PHILADELPHIA: 617 Market Street
CHICAGO: 105 Lake Street

READING, PA.

INVINCIBLE

A First-Class Rubber Hose, 7½ cent

¾-inch 3-ply wound with heavy steel wire, complete with b
and bands. WE FULLY WARRANT this hose for one season
will replace any proving defective. We will be pleased to ha
us with an order for a sample length, and have you give it a t
before you place your order for the season's hose. **Send for**



Are hard Are tough
Are uniform Are economical
Are just right

them, try them, and satisfy
self that they are as we sa
as their name signifies—all S

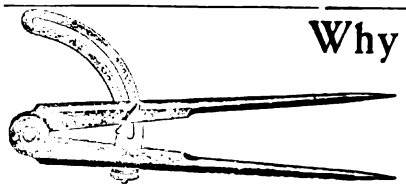
LLERS FALLS CO., 28 Warren Street, New Y

Nicholson File Company

General Offices: Providence, R. I., U. S. A.



FILES AND RASPS



Why not divide your orders on Dividers and try the new **"LODI DIVIDERS"** as others are doing?

SPECIAL FEATURES: Sheet steel, bright finish, light weight. Brass adjusting nuts, made on a different principle than others. Best low priced Divider ever produced.

THE WM. SCHOLLHORN CO., New Haven, Conn.

MANUFACTURERS OF
Bernard's Patent Pliers, Nippers, Punches and Tools

DO YOU CARRY A STOCK?

Enough Bristol Steel Belt Lacing was used in 1907 to make over 15,000,000 one-inch joints.

It is sold through Dealers principally.
Write for our proposition AA. IT PAYS.

THE BRISTOL CO., Waterbury, Conn. NEW YORK CHICAGO



READY TO APPLY FINISHED JOINT

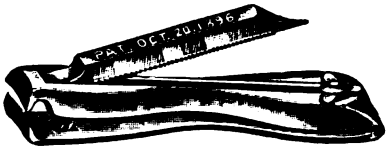


Mr. Merchant:

We are advertising KINGFISHER lines direct to customers in 25 popular magazines. This means talking direct to 25 million people. We receive thousands of requests for prices. If you handle KINGFISHER lines and want this business, tell us and we will refer customers in your town to you.

E. J. MARTIN'S SONS, 1½ Kingfisher St., Rockville, Conn.

GEM Nail Clipper



Big sales and big profits. Everybody wants the Gem Nail Clipper—a simple little two-inch device that cuts and trims nails and hangnails quickly and evenly. It is well advertised and is meeting with large sales everywhere. Sells for 25c. The new sterling silver handled Clipper retails for $1.00. Each price allows a wide margin of profit.

A handsome metallic display standard free to dealers. Write for prices.

THE H. C. COOK CO., Ansonia, Conn.
Temporary Office: 505 Scott Street, San Francisco

A GIMLET POINT, ROLLED THREAD LAG SCREW



The rounded bottoms on the thread make it easy to screw into the wood. This lag screw will hold twice as much as any cut thread in the market.

The McCabe Hanger Mfg. Co.
325-327 West 25th Street, - NEW YORK

JOHN SOMMER'S PERFECTION RED CEDAR FAUCETS

First Quality Warranted Finely Finished
Made out of the Best Selected Florida Red Cedar. Only the Genuine are stamped in the wood, with our trade-mark—MALTESE CROSS.
Write for prices on all kinds of Wood Faucets.

JOHN SOMMER'S SON
355-365 CENTRAL AVENUE NEWARK, N. J.

Covert Mfg. Co.

TROY, N. Y.



"Polo" Loop. "Polo" Round Eye.

Made in all sizes.

Also other styles and sizes of

Harness Snaps, Rope, Chain and Web Goods.

Write for catalogue. *Sold by all leading Jobbers.*



WHY SHOULD YOU SUFI
Be Your Own Chiropodis

THE STAR SAFETY CORN RAZOR Price $1.00. Full descriptive circular mailed on

IPFE BROS., 8 READE ST., NEW YORK CITY, Mfrs. Star Safety Shaving R

Made in 59 different shapes and sizes and Coarse, Medium and Fine Grits. Send for Price List, Dept. B.

Manufacturers: NORTON CO., Worcester, Mass. Selling Agents: PIKE MFG. CO., Pike, N.

TEN CENTS A COPY | APRIL, 1908 | ONE DOLLAR A YEAR

UNIV. OF MICH. APR 8 1908

HARDWARE DEALERS' MAGAZINE

Published by Daniel T. Mallett at 253 Broadway, New York



Vol. 29 | BUYERS' REFERENCE TO ADVERTISEMENTS—PAGES 900-909 | Whole No

ROMMER SPRING HINGE

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Everlasting Brazed Steel

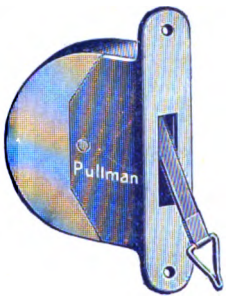
P. WALL MFG. SUPPLY COMPANY
Allegheny, Pa.





HAMMONDS SLUG SHOT Used 27 years to kill Potato Bugs, Currant Worms, Cabbage Worms, etc. *Sold by dealers in seeds all over America.* Put up in popular packages. Send for prices, etc., to **B. HAMMOND, Fishkill on Hudson, N. Y.**





Pullman Sash Balances

Have you tried them?

Easier to install than weights, and
No unsightly cords or chain to show

Let us send you our complete catalogue of Hardware Specialties

Ask also about our Screen Door Checks

PULLMAN MFG. CO.
PULLMAN COURT - ROCHESTER, N. Y.

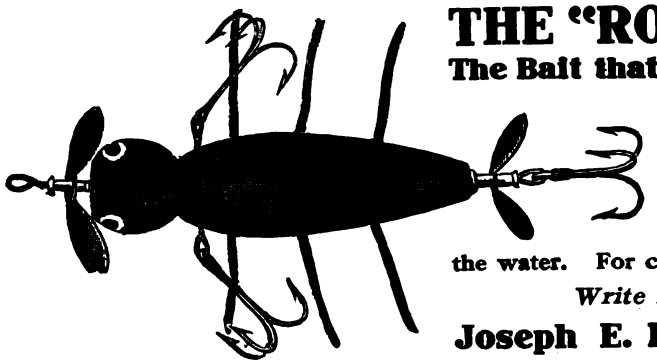
Oldest and Largest Manufacturers of Spring Sash Balances in the World

WE MAKE SETS FOR ALL KINDS OF SAWS



No. 3. For Cross Cut and Circular Saws. Single Tooth.
No. 4. For Double Tooth Saws.
No. 5. For Timber and Board Saws.

CHAS. MORRILL, 275 Broadway, New York



THE "ROAMER" BAIT

The Bait that catches the big ones

Latest bait on the market. **It is always working.** The legs are white and are in constant motion, thereby attracting the fish. Works and looks lifelike in the water. For casting or trolling. **It floats.**

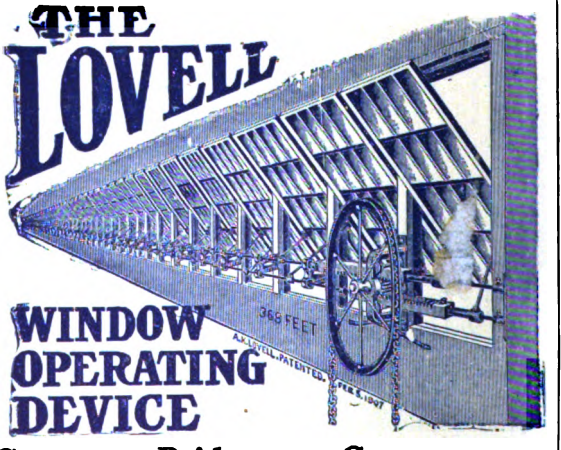
Write for sample order.

Joseph E. Pepper, Rome, N. Y.

Money Made by Three

YOURSELF, OURSELVES and the CUSTOMER

Every hardware house catering for builders' hardware should have circulars of the LOVELL WINDOW OPERATOR. Easy to install, simple of operation. Just the thing for power-houses, mills and buildings of all kinds where long lines of sash or windows are to be operated. Send us your inquiries and orders.



The G. Drouve Company, Bridgeport, Conn.

Western Office: 40 Dearborn St., Chicago, Ill.

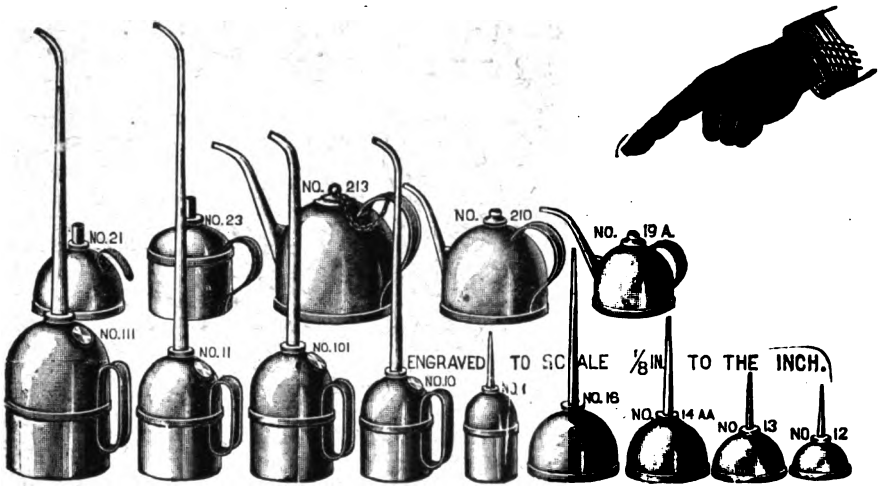
Manufacturers of the "Anti-Pluvius" Skylight, Drying Stoves, Ventilators

Miller Lock Company

PADLOCKS

MILLER TRADE MARK

All Uses
All Sizes
All Finishes



The Best Oilers Made

Copperized and Nickel Plated

Manufactured from best quality of **Cold Rolled "Swedoh" Steel,** prepared at our Rolling Mills.

All goods subjected to a most rigid system of inspection before being packed for shipment.

Hot and Cold Rolled, Hoop, Strip, Sheet, and Bar

STEEL

for Pressed, Stamped and Drawn Work, Etc.

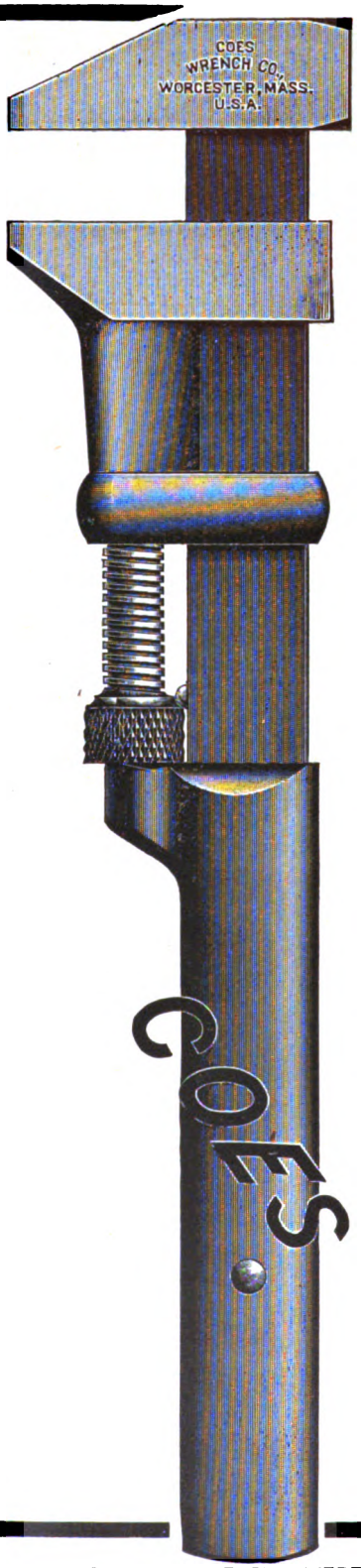
All our goods guaranteed to be as represented. Write us about your requirements; we shall be glad to figure with you on the manufacture of sheet steel hardware specialties under contract or on a royalty basis.

The American Tube and Stamping Co.

New York Office:
100 BROADWAY.

Main Office and Works:
BRIDGEPORT, CONN.

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WE SAVE YOU 30%

91

YOU may be able to save as much as 5 per cent. on the first cost of a wrench if you buy a "just-as-good" (?) substitute for the "Coes."

¶ But you're sure to lose at least 30 per cent. in strength, serviceability, durability and actual wrench worth.

¶ That is, while you may pay 5 per cent. **more** for the **genuine "Coes"** you are certain to get 30 per cent. **less trouble** and 30 per cent. **more service** out of the **original** than you can ever get out of **any** imitation, no matter what the price.

¶ Remember that wrench making is a fine art with us; we've been at it nearly seventy years. And every year of the seventy has brought some improvement—some closer approach to wrench perfection.

¶ Don't let your dealer wheedle you into buying a "Near-Coes" or a "Coes Pattern," or anything else in the wrench line, **except the Genuine Coes Wrench.** Look for the Star Trade Mark on the package.

¶ Made in five styles and forty-nine sizes, which range from 4 inches to 48 inches—one or more of them will meet your wrench needs. By the way—write for our Wrench Book.

COES WRENCH COMPANY
Worcester, Mass.

AGENTS { J. C. McCARTY & CO., - - 21 Murray Street, New York
JOHN H. GRAHAM & CO., 113 Chambers Street, New York

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THE LOUNGING CLERK
He is just as useful as *undistributed* printed matter.

What about it ?

OUT of the 35,000 Hardware Dealers in this country many hundreds are now customers of the Advertising Service which we furnish gratis to those who carry

Yale Locks,
Yale Night Latches,
Yale Padlocks and
Y & T Blount Door Checks

in stock and wish to push their sale.

You very probably have received one of our books of Advertising Suggestions.

What did *you* do with this book that was so thoroughly worked over?

Did you read it and heed it?

Did you realize that it was an earnest attempt to give you the best possible assistance?

Or did you toss it aside as carelessly as you would last week's newspaper?

If you read it, did you follow to the last letter, and persistently, the suggestions it made?

Did you avail yourself of all the opportunities it offered?

Remember, you would surely not let your clerks loaf as shown in the above picture.

Did you order the printed and other matter, and then let it lie slumbering behind your counter?

(Note the box of good business-bringing printed matter under his right foot earning nothing.)

You would not have let it slumber if you had known its real and vital power to make business for you.

If you sent it out and saw results, did you get enthusiastic; send for more; issue circulars of your own; take space in your local newspaper, and push a good thing along?

Did you write to us and ask our advice?

Did you systematize the work?

Did you take charge of it yourself, or put someone else in charge and hold him responsible? (The latter method is very excellent for a busy man *if* the work is given to the right person.)

Next month we are going to tell you a little story about "Mail Order Competition" and suggest how to meet it. Sorry we haven't space for it this time.

We have just received from the printer a pretty interesting and useful book entitled "Getting Yours and a Little More." We are afraid to send it out to all our Customers just yet, as we haven't the force to deal promptly and satisfactorily with the letters of inquiry which would result. If you would like an advance copy, however, we will be glad to send it.

Dealers' Advertising Service

The Yale & Towne Mfg. Company

9 Murray Street, New York

Talk No. 3

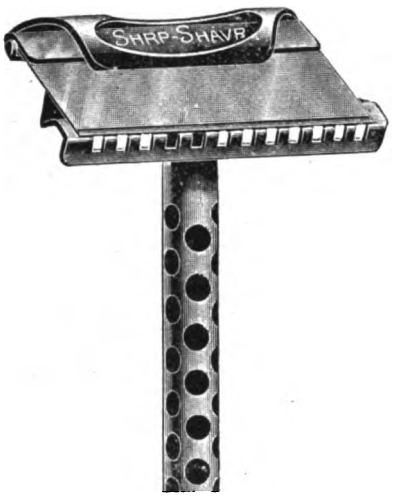
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1,000,000 SOLD

In 1908 will be our record

Shrp-Shavr Safety Razors, 25 cts.

"It's all in the Blade"



Value in Blade - -	90 Per Cent.
Value in Frame - - -	1 Per Cent.
Total -	100 Per Cent.

Did you ever see a man shave with *a frame* of a razor? Why invest $4.95 in a Frame and 5 cents in Blades?

Razor complete with Blade, in carton, $2.00 per dozen, delivered through your jobber or direct.

GUARANTEE

Satisfaction or money back, no questions asked.

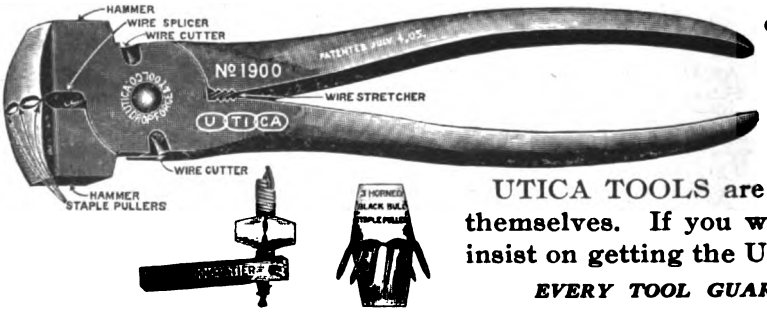
Shrp-Shavr Razor Company **Smith & Hemenway Company**

108-110 DUANE STREET, NEW YORK

See page 586 for interesting article on this little Safety Razor

THE UTICA BLACK BULL STAPLE PULLER

The strongest, the handiest and most durable staple puller made



Only the Genuine bear this Mark

UTICA TRADE MARK

UTICA TOOLS are in a class by themselves. If you want the Best, insist on getting the UTICA Brand.

EVERY TOOL GUARANTEED.

Write for PLIER PALMISTRY—A book on Pliers and Nippers and their uses.

NEW YORK OFFICE: 108-110 Duane Street **Utica Drop Forge & Tool Co., Utica, N. Y., U. S. A.**

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Russwin Night Latches and Display Boards

These handsome Display Boards, which are of 1⅜-inch Solid Oak, in Antique Finish, will be furnished at the regular price of the Night Latches, plus a reasonable charge for the board and mounting.

The six different Night Latches mounted on the board are displayed in working condition and demonstrate the action and appearance of the stock on your shelves.

If desired, a latch may be removed from the board and sold (boxes and directions accompany the board) and another latch taken from stock, applied in its place. We will furnish, on request, and without charge, Booklets and Envelope Enclosures with your name and address; also Display Cards, Blotters and Electrotypes.

RUSSELL & ERWIN MANUFACTURING CO.

New Britain, Conn. **Nos. 94-96-98 Lafayette St., New York**

PHILADELPHIA WASHINGTON SAN FRANCISCO CHICAGO LONDON, ENG.

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Your April Trade

Why not "force" it all you can by using leaders that will pull biggest in April?

Then around every such leader have grouped many profit payers that will sell particularly well in April.

Both the relatively few leaders and the relatively many profit payers for thus "forcing" your April trade are to be found—as nowhere else—in our April catalogue.

A **special** sale of glassware, crockery and china is the feature of the book—over and above the **regular** monthly lot of timely leaders in every department.

And all through the book are such goods at such prices as will enable YOU to do a big business THIS April.

Besides—on the Green Pages you will find resultful plans for using the goods to the best advantage in YOUR Hardware store.

The full extent to which what we say here is **a fact for you** will be apparent if you but leaf our April catalogue through.

Consider conditions as they are for you right now. Then say can you **afford** not to send for our April catalogue—right now?

Its number is K660. Shall we send it—to YOU?

BUTLER BROTHERS

Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS

Sample Houses: BALTIMORE, DALLAS

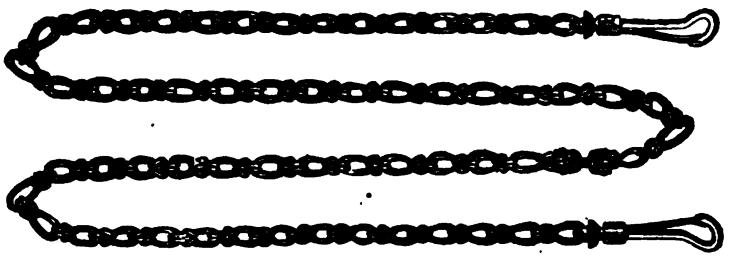
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EVERY DOG HAS HIS

A-R "TRIUMPH" A-R

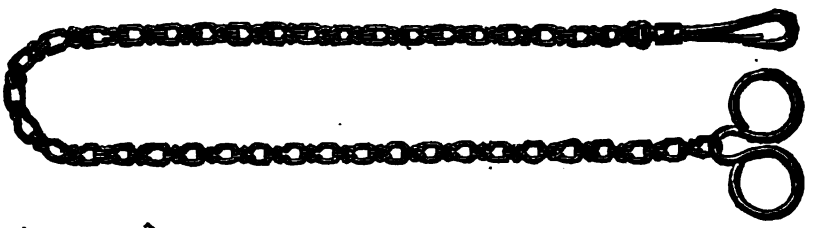
KENNEL CHAIN

9, 7½, 6, 4½, 4, 3½, 3, 2½ Ft. Lengths. 7 Sizes of Chain



DOG LEAD

4 and 5 Ft. Lengths. 4 Sizes of Chain



Made in A-R Finish. No Rusty or Shopworn Goods

DISPLAY RACK FREE

THE STRONGEST AND LIGHTEST

Made only by

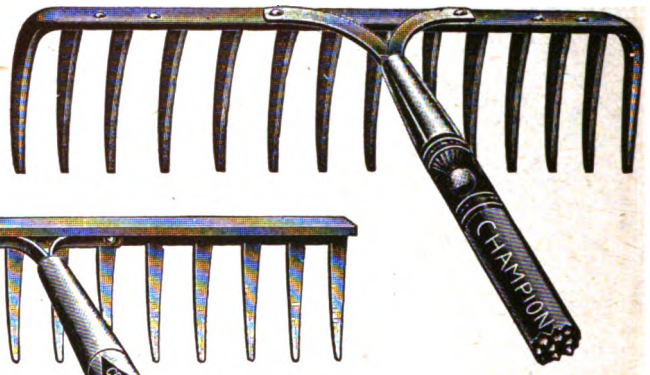
THE BRIDGEPORT CHAIN CO., Bridgeport, Conn.

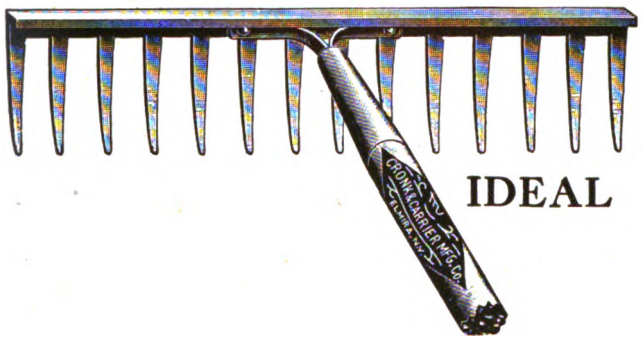
Special Representatives, WIEBUSCH & HILGER, Ltd., New York

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"CRONK" QUALITY—"CRONK" PRICES

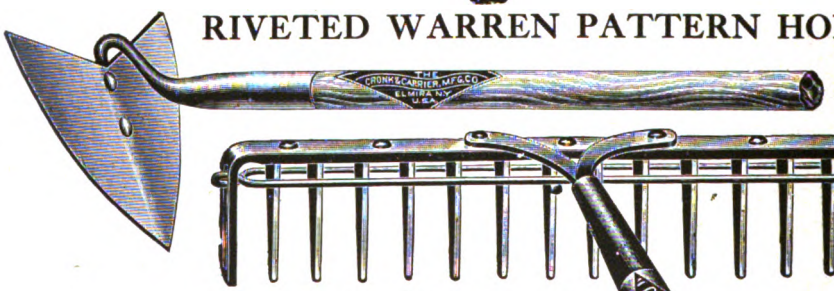
CHAMPION





IDEAL

RIVETED WARREN PATTERN HOE



ANTI-CLOG LAWN
or GARDEN RAKE





CRONK GARDEN MATTOCK

Write for Catalogue of our Complete Line

The Cronk & Carrier Mfg. Co.

ELMIRA, N. Y.

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It Needs No Paint!

Amatite ROOFING

MOST ready roofings require a certain amount of repairs and painting every season or two in order to keep them free from leaks.

This expense is now unnecessary. With an Amatite roof it is cut out entirely.

Paint offers only temporary protection at best. Every few years it must be renewed. When you buy a roofing that requires painting you are really buying two articles—roofing and paint—to do the work *that Amatite can do alone.*

Amatite has a real mineral surface. This top surface will withstand the severest kind of weather for many years and insures an amount of protection to your buildings that no other ready roofing can offer. Beneath this mineral surface are double layers of Felt and Coal Tar Pitch—the same waterproofing that is used by the United States Government at West Point, at some of the Navy Yards, at the New York Custom House and many other such buildings. It is the *greatest waterproofing material known* and you are sure of getting it only when you buy Amatite.

With Amatite once on your buildings you do not have to bother with painting and coating. This is necessary with all smooth surfaced roofings, but with Amatite *that expense and trouble are entirely done away with.*

Although it has so many points of superiority, its cost is no more than the usual run of roofings; in fact, in many cases it is lower.

Is it any wonder that last year we were unable to supply the demand for Amatite?

FREE SAMPLE

Let us send you a Free Sample and Booklet which tells the story in detail and shows photographs of buildings in many sections of the country which depend on Amatite for their protection against storms and weather.

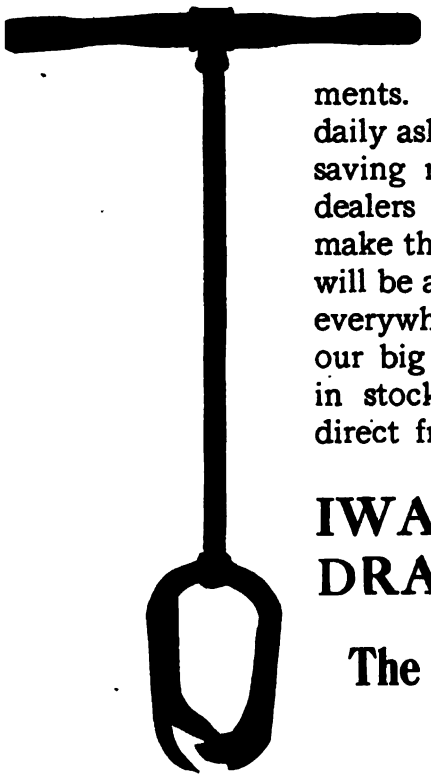
BARRETT MANUFACTURING COMPANY

New York Chicago Philadelphia St. Louis Cleveland Allegheny Cincinnati
Kansas City Minneapolis New Orleans Boston London, Eng.

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We Help You Sell IWAN AUGERS

By Our Extensive Advertising



Thousands every month read our forceful, convincing announcements. We are receiving many inquiries daily asking us particulars about this labor-saving necessity. We refer them to our dealers at the nearest point, who readily make the sale—and reap the profit. There will be a brisk demand for the "Iwan Auger" everywhere this Spring. Get the benefit of our big advertising. Have "Iwan Augers" in stock. Order through your jobber or direct from us.

IWANS' PATENT TILE DRAIN CLEANER

The Champion



Write us—give your jobber's name—we will quote you prices and terms.

Best Tool Made for Finishing Tile Ditches.

Stationary style, very neat and strong.

Sizes 4 to 8 inches. 6-foot handles.

We also manufacture Tiling, Spades, Sickle Edge Hay Knives, Revolving Chimney Tops, Wire Conductor Pipe Hangers.

IWAN BROTHERS, Streator, Illinois

Manufacturers of Hardware Specialties

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STANLEY

Screw Drivers
Try Squares
Angle Dividers
Nickel Plated Braces
Levels
Extension Rules
Yard Sticks

Roofing Brackets
Universal Spoke Shaves
Level Sights
Extension Bit Holder

Awls
Non-Adjustable Level
Dowel Sharpeners

Level Glasses
Edge Planes
Victor Levels
Extension Zig Zag Rules
Low Angle Block Planes

Cornering Tools
Odd Jobs

Write for Catalogue

YOUR PICK



¶ Have you seen the "HURWOOD" one-piece needle-point Ice Pick? If not ask your dealer to show them to you.

¶ Made in four styles as shown above.

¶ No chopping of the ice necessary—just PUSH the Pick THROUGH THE CAKE.

¶ If your dealer does not have them write us direct.

The Stanley Rule and Level Co.
NEW BRITAIN, CONN., U. S. A.

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WIEBUSCH & HILGER, Ltd.

9 to 15 Murray Street, New York

Pacific Coast Offices: 438 Market Street, San Francisco, and McKay Building, Portland, Ore.

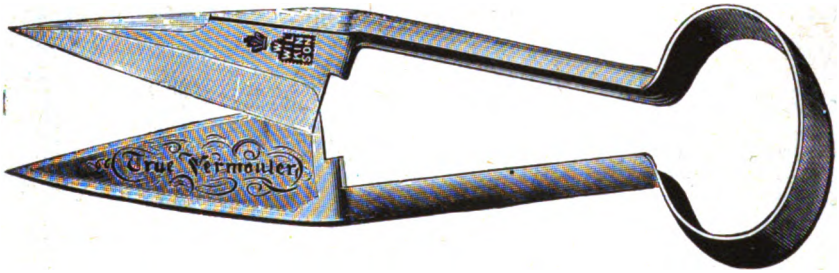
SOLE AGENTS FOR THE

Genuine English Wilkinson Sheep Shears

TRADE MARK W WIL KIN SON

To distinguish them from imitation they bear the TRADE MARKS "SOUND" and the name "WILKINSON" stamped on every shear.

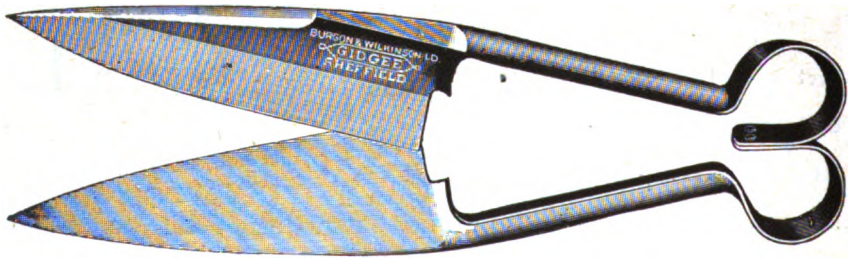
TRADE MARK SOUND



No. 3757 E

Every GENUINE Wilkinson Sheep Shear is also stamped "ENGLAND" or "MADE IN ENGLAND." ACCEPT NO OTHER AS WILKINSON'S; THEY ARE SPURIOUS.

Complete Line, suited to all sections of the United States



The Famous GIDGEE

Better Shears could not be produced at any price. IMITATIONS have neither the quality, temper, finish nor design of the GENUINE Wilkinson, which will cut WOOL better, faster, and longer than any other make.

REFUSE TO TAKE A SUBSTITUTE

You should have the Genuine Wilkinson Sheep Shears on your shelves. If you have not, you are missing a chance for business. Jobbers are supplied. Send order to yours. Write us for source of supply if you find any difficulty in getting the Genuine English Wilkinson make.

Illustrated Price List mailed to dealers sending business card and jobber's name.

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THE

"Universal"

Coffee
Percolator
is the perfection of
the Drip Process



Sectional View Showing the "Universal" Principle

It excels all other ways of making coffee because the percolating process is practically completed before the water boils.

Coffee made in it is easily known by its delicious aroma, its fine flavor, the absence of the bitter taste caused by boiling.

The "Universal" is made in three styles: "Empire" and "Colonial," made of pure aluminum, and a pattern in high grade Enamel Ware, all in four sizes: 4 cups, 6 cups, 9 cups and 14 cups. All parts are interchangeable and can readily be supplied.

Manufactured and Guaranteed by

Landers, Frary & Clark, New Britain, Conn., U. S. A.

In Answering Advertisements it is Desirable that You Mention HARDWARE DEALERS' MAGAZINE.

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OVER 50,000 TONS *of* CLINTON WELDED WIRE GOODS SOLD LAST YEAR

For over half a century we have been manufacturing wire cloth of every description, embracing woven wire fence, electrically welded wire fabrics for concrete construction, wire lath, hexagonal netting, perforated metals, etc. During this entire period Clinton Wire Goods have been the standard in their line.

Our facilities for manufacturing are perhaps best described by stating that we can furnish any mesh from any kind or size of wire that can be woven on the most approved types of power looms. Our machinery has been designed by experts, and we are thus in a position to produce goods which will prove satisfactory wherever used.

Our policy has been to produce an article first-class in every respect, and then improving the machinery on which it is made so as to reduce its cost to the lowest possible point consistent with the maintenance of this standard.

Our large and constantly increasing sales have obliged us to make frequent additions to our manufacturing plant, which is now equipped with the most up-to-date machinery embodying every improvement suggested by experience and ingenuity.

Large stocks of the standard styles of our goods are carried at our factories and branch offices, and orders can therefore be shipped on sight.

Catalogs of Poultry Netting, Galvanized Wire Netting, Wire Lath, the Clinton Fireproofing System and Perforated Metals sent free on application.

CLINTON WIRE CLOTH COMPANY

CLINTON, MASS.

Branch offices at

NEW YORK *BOSTON* *CHICAGO* *SAN FRANCISCO*

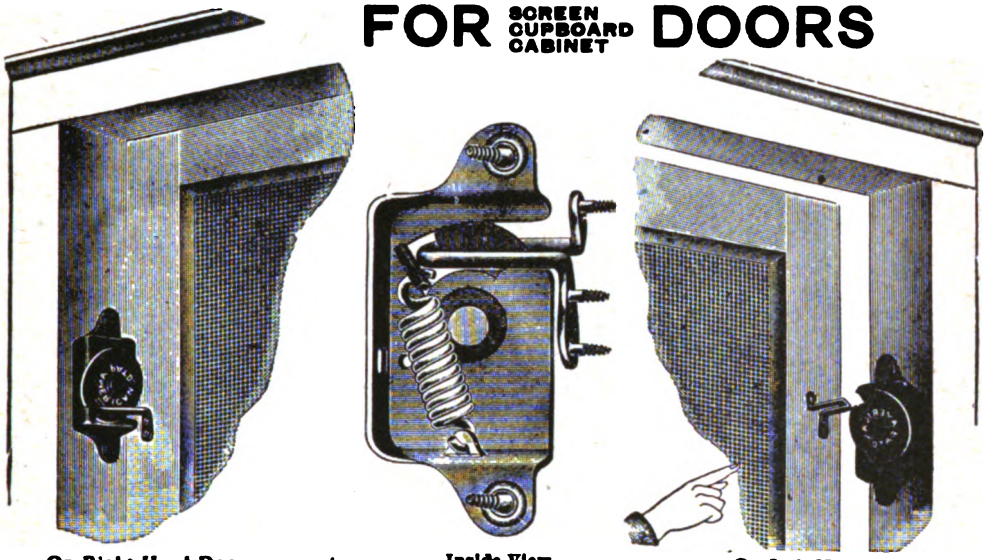
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THE No. 2 IMPROVED **AMERICAN SCREEN DOOR CATCH**

THE FAMOUS WHEEL CATCH

THE CATCH THAT LATCHES - - THE LATCH THAT CATCHES

FOR SCREEN CUPBOARD CABINET DOORS



On Right Hand Door — Inside View. — On Left Hand Door

WELL ADVERTISED—SELLS ON ITS MERITS.

The AMERICAN SHINER

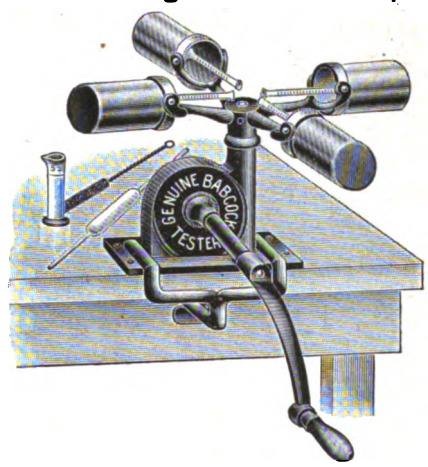


Including 3 steel lasts—men's, women's and children's; box Eagle brand shoe polish and polishing cloth.

All packed in strong pasteboard box, 3 lbs.

COLLEGE BABCOCK TESTER

For Testing Milk and Cream



Simple, accurate, durable. Runs like a watch. Working parts enclosed. Runs without noise, vibration or friction.

Outfit includes a full set of glassware, including test bottles, pipette, etc.

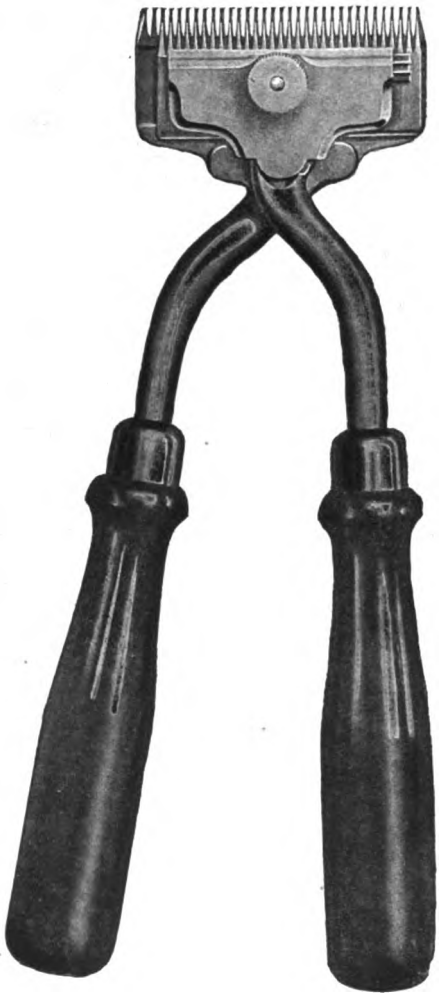
Each tester complete, packed securely in separate wood case. Weight, complete, 10 lbs.

American Hardware Mfg. Co., Ottawa, Ill., U. S. A.

1203 FULTON STREET

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COATES CLIPPERS



There must be some virtue in a clipper that increases in sales to such an extent that even doubling and tripling the production fails to overstock it.

Well there is—In the first place it is a beauty.

The principle for distributing the tension is correct.

The concave grinding is a feature.

The idea of testing each plate to a constant tone pitch is good.

Added to this the **Coates** clipper methods make it sell.

TRY IT AND BE CONVINCED

COATES B. B. 159

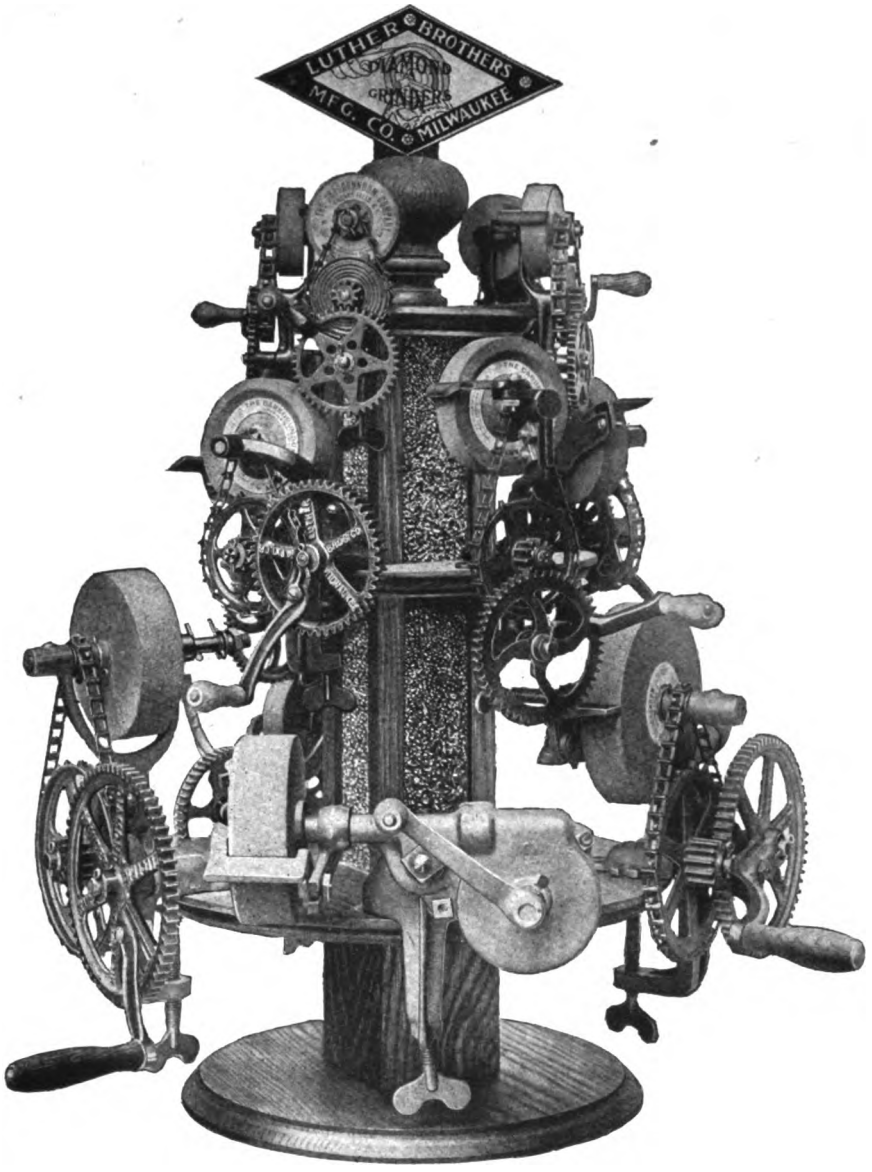
Coates Clipper Manufacturing Co.

WORCESTER, MASS., U. S. A.

Sole Selling Agents

JOHN H. GRAHAM & CO., 113 Chambers St., New York

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FREE THIS STAND FREE

We want one of these display racks in the best Hardware store in each town, showing our line of

CARBORUNDUM TOOL SHARPENERS

The biggest trade boosters on the market.

Write for Special Introductory Offer.

LUTHER BROS. CO. 114 Carver Ave. Milwaukee, Wis.

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Alabastine

The Sanitary Wall Coating



66⅔%

PROFIT ON INVESTMENT

On purchases of Alabastine of 500 pounds or over in delivered districts and sold at advertised prices, the dealer gets 66⅔ per cent. profit on his investment.

Absolutely the largest profit on any material used for a similar purpose.

Magnificent Volume of Sales

Dealers are selling from three to five times the amount of Alabastine ever sold before as a result of merit of goods and world-wide advertising.

Unquestionably the largest sale of any material used for a similar purpose.

Perfectly Satisfied Customers

This is any dealer's stock in trade or good will and Alabastine's pleased customers are its best advertisements.

Remember you are interested in profit and not price and that goods bought cheap that are known on the market as cheap goods and must be sold cheap do not yield the profit.

Alabastine is staple and yields a profit.

Alabastine Company Grand Rapids, Mich. New York City, N. Y.

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THE FAMOUS "HUSTLER" ASH SIFTER

"Say! This is Great."



We Create the Demand

by advertising these Sifters in the following publications:

Ladies' Home Journal
Delineator
Designer
New Idea Magazine
Saturday Evening Post
Collier's
Literary Digest
Harper's Bazar
Good Housekeeping
Current Literature
Modern Priscilla
Country Life
Scribner's
Review of Reviews
Everybody's
McClure's
Assoc. Sunday Magazine
Munsey's
Home Needle Work Magazine
Cosmopolitan
Sunday School Times
Christian Herald
Garden Magazine
House and Garden
House Beautiful
Craftsman

Works Easily. Sells Easily. Put one before your store, it will sell itself and others. Sifts the coal clean without dust or dirt. Can be as easily operated by a child or woman as by a man. Send for catalogue and prices. TO AVOID DELAY PLACE YOUR ORDERS AT ONCE.

Manufactured only by

HILL DRYER CO.

315 PARK AVE., WORCESTER, MASS.

New York Office, 1133 Broadway. **Tel. 3022 Madison.**

Following is a partial list of distributors of the Famous "Hustler" Ash Sifters:

ALBANY N. Y.
Albany Hardware & Iron Co.

BOSTON, MASS.
Bigelow & Dowse Co.
Dana Hardware Co.
Frye, Phipps & Co.
Prescott & Co.
Baldwin & Robbins Co.
Shepard, Clark & Co.
Joseph Breck & Sons Corp.
D. J. Green & Co.
Whittier Woodenware Co.

BUFFALO, N. Y.
Republic Metal-Ware Co.

CHICAGO, ILL.
Republic Metal-Ware Co.
Hibbard, Spencer, Bartlett & Co.

DETROIT, MICH.
Buhl Sons Co.

DULUTH, MINN.
Kelley-How-Thomson Co.

MINNEAPOLIS, MINN.
Janney, Semple, Hill & Co.

NEW HAVEN, CONN.
The Bronson & Townsend Co.

NEW YORK, N. Y.
Neal & Brinker Co.
Republic Metal-Ware Co.

OMAHA, NEB.
Wright & Wilhelmy Co.

PHILADELPHIA, PENN.
Biddle Hardware Co.
Seltzer-Klahr Hardware Co.

PROVIDENCE, R. I.
Barker, Chadsey & Co.

ROCHESTER, N. Y.
Mathews & Boucher.

SIOUX CITY, IA.
Knapp & Spencer Co.

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No. 40.
Sleeve Iron.

A DOUBLE PROFIT

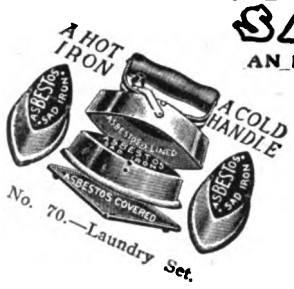
FROM



No. 10.
Tourist Iron.

ASBESTOS SAD IRONS

AN IRON FOR EVERY PURPOSE



No. 70.—Laundry Set.

The profit of a good, clean margin.

The profit of extra sales.

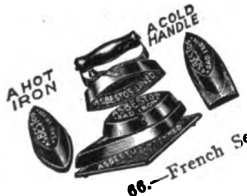
Your margin is assured by restricted selling prices.

The extra sales depend upon your own enterprise.

Keep Asbestos Sad Irons up in front; make them prominent; talk them.



No. 100.—Laundry Set.



No. 66.—French Set.



No. 60.—Shirt Waist Set.



No. 80.
Pressing Iron.



No. 196.—Asbestos Household Set.



No. 50.
Flounce Iron.

The Household Set is a complete ironing equipment. It provides a tool of the pattern best designed for each laundry need. An advance step beyond the usual three-piece set—a bigger unit—a bigger sale—a bigger profit.

Asbestos Sad Irons are carried by your jobber. Advertising supplies and selling suggestions may be had from the makers.

THE DOVER MANUFACTURING CO.

CANAL DOVER, OHIO

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Sell One of These Machines

To Every Customer You Have Who Owns Sheep

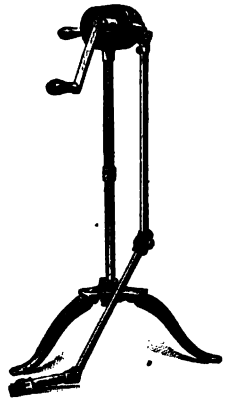
The Stewart No. 8 Shearing Machine

Retails at only $9.75, which includes 4 combs and 4 cutters. Pacific Coast Price, $11.50

This machine gets at least 20 cents worth more wool from every sheep. This extra wool pays for the machine the first season. The work is done easier and quicker than by the hand shear, and the frequent injury to the sheep such as occurs with the hand shear is entirely done away with.

Owners of sheep everywhere are rapidly adopting this machine.

Order from your jobber. Our new 1908 dealers' catalogue is yours for the asking



Chicago Flexible Shaft Co.

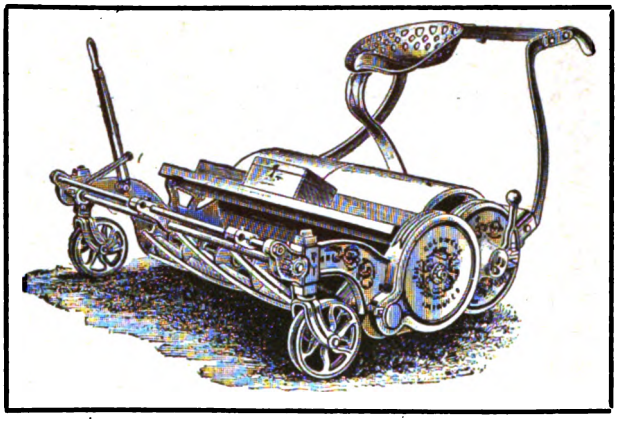
180 Ontario Street, - - CHICAGO, ILL.

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Coldwell Lawn Mowers

Hand——HORSE——Motor

USED EXCLUSIVELY ON NEW YORK CITY PARKS



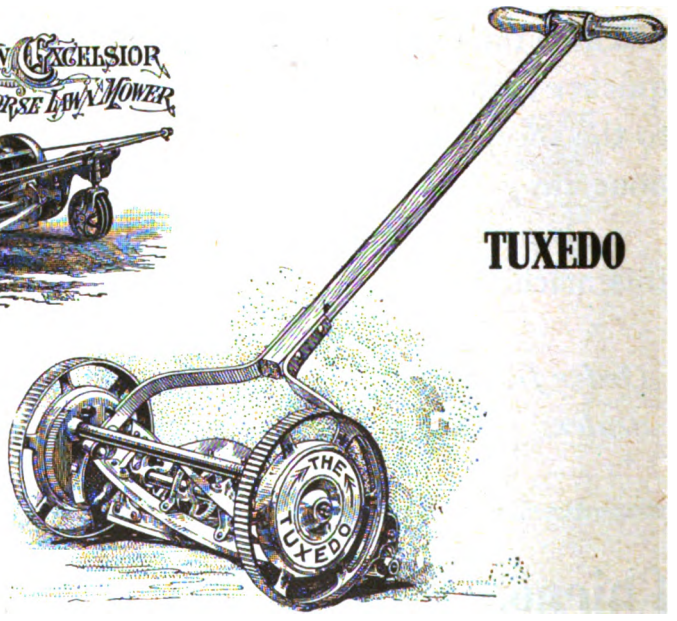
SEND FOR CATALOGUE

Coldwell Lawn Mower Company

NEWBURGH, N. Y.

CHICAGO **PHILADELPHIA** **SAVANNAH**





Our Catalogue for 1908 now ready. Write us for prices.

Chadborn & Coldwell Mfg. Company

NEWBURGH, NEW YORK

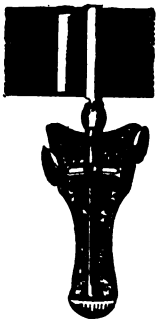
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Star Safety Razor

PAR EXCELLENCE



Best by Test for 30 Years

THE only safety razor with a hand-forged and concaved blade that can be automatically stropped. The only safety razor that will remove any kind of a beard with ease, rapidity and comfort to the user.







The Star Safety Razors make customers for the DEALERS

They give absolute satisfaction

The retail prices are strictly maintained for the benefit of the retail dealers.

Star Safety Razors net a larger profit than any other safety razor on the market.

In sets to retail from

$1.50 to $35.00

You can suit the consumer's purse.

We extensively advertise our razors, etc., in all the popular magazines.







Write us for our Agency Proposition, Discounts and Catalogues : : : :

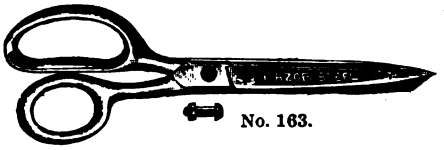
Kampfe Bros.

8-10-12 Reade St., New York

See Our SAFETY CORN RAZOR, Advertised on the Back Cover

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QUALITY TELLS | THE ATLAS BRANDS | QUALITY TELLS



No. 163.

Embody All the Essential Features Required in a Good Running Shear, with an Exceptionally Fine Cutting Edge.

Send for Catalog No. 17

THE ATLAS SHEAR COMPANY

CAST SHEARS SCISSORS TINNER SNIPS

BRIDGEPORT, CONN., U. S. A.

Ward Safety Razor

THE SIMPLEST RAZOR EVER MADE

The ONLY SAFETY RAZOR with the NATURAL SLIDING STROKE, cuts the beard and does not scrape it off like a hoe.

ONLY TWO PARTS, HANDLE AND BLADE EASILY CLEANED INSTANTLY ADJUSTABLE



Cut one-half size.

LARGEST PROFIT

Sold only through dealers. All inquiries from our big advertising campaign turned over to dealers in locality from which inquiries are received.

The selling of a WARD RAZOR means a satisfied customer, and we stand back of you in the guarantee.

More WARD RAZORS sold in same length of time on the market, and a smaller percentage returned under the thirty-day absolute guarantee than any other safety razor made.

THE WARD SAFETY RAZOR CO., 751 Star Bldg., 356 Dearborn St., CHICAGO



Good Cutlery—Good Profit



UN-X-LD CUTLERY COSTS a little more than the other kind—but gives a great deal more satisfaction. It's the kind that makes friends fast—after that—fast friends. People who buy it come back—not to kick—but to buy more goods. That's the kind of a Business Builder it is. If you care to increase your business drop us a line and we'll send a representative to talk it over. NOW—RIGHT NOW IS THE TIME ! !

UN-X-LD

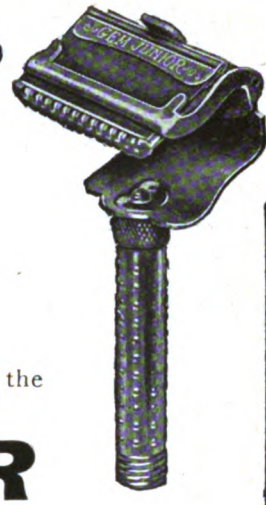
Northfield Knife Company

NORTHFIELD, CONN.

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NEVER A DULL BLADE

See the "NEW BAR"



No Matter What Price

your customer is willing to pay induce him to try the

GEM JUNIOR

SAFETY RAZOR

Price, $1.00 to $3.50

This man will be your best customer and establish a reputation for you among his friends.

What the New Bar does is this:

It automatically takes the place of the finger and thumb, and *gently draws the skin smooth and taut immediately in advance of the blade.*



Eclipses Itself

With the New Bar, the "GEM" Junior Safety Razor—already the most popular and best selling of its kind in the world, eclipses all former successes.

GEM CUTLERY CO., 34 Reade Street, New York

35 Aldermanbury, LONDON Pickhuben 4, HAMBURG 24 Rue de Constantinople, PARIS

SEPARATE SET OF 7

"GEM" JUNIOR BLADES 50¢

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No. 1908 ASSORTMENT
Two 6" Ladies' Scissors.
Two 7" Straight Trimmer Shears.
Two 8" Straight Trimmer Shears.

KLEEN KLIP BRAND
SHEARS and SCISSORS
Perfection in quality and finish

We make a number of exceedingly attractive assortments of Carded Shears in a variety of grades and finishes.
Write for circulars and prices. It will be worth your while.

The Bridgeport Hardware Mfg. Co.
BRIDGEPORT, CONN., U. S. A.
Branch Offices and Sample Rooms:
J. C. McCARTY & CO., 21 Murray St., New York
C. W. GAUSE CO., 309 Market St., San Francisco

All good shears start life with an edge—
HEINISCH
Shears hold it—hold it longest. Hold customers. We make



Tailors' Shears, Trimmers, Scissors, Tinners' Snips, Etc.
They are the "BEST IN THE WORLD"
R. HEINISCH'S SONS CO., Newark, N. J., U. S. A.
New York Office and Salesroom, 155 Chambers Street.



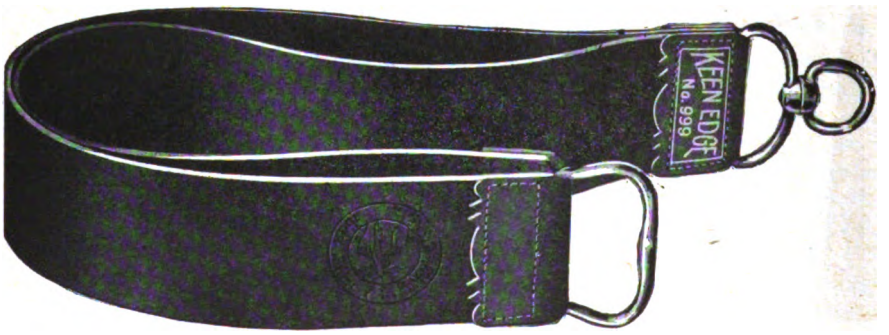
PERFECTION SCISSORS GRINDER

Why be with a pair of dull scissors when any man, woman or child can grind a pair on this Machine in one minute? This Machine works Automatically and is built of the best material; will last a life time; price $15.00. Liberal discount given to the trade.

Manufactured By V. P. BUCK, 82 Lincoln St., BOSTON, MASS.

THE KEEN EDGE RAZOR STROP

A RAZOR STROP RIGHTLY NAMED



STYLE 999

A Leader Combination Durable Swing Strop; made of Keen Edge Russian Shell Leather and Cordovan combined. Finished with Plated Swivel and Handle. Most elegant Strop made.

FACTS ABOUT THE KEEN EDGE RAZOR STROP

'Tis the only Strop ready for use when new.
'Tis the only Strop that never needs redressing.
'Tis the only Strop that will not gum or grow glossy.
'Tis the only Strop that always keeps the same soft, pliable surface to strop over.
It **always** produces a smooth, keen, sharp edge on a razor.

'Tis **The Strop** to increase the Razor Strop business of the dealer. Write for our price list and catalogue. Be sure our trade-mark, **Keen Edge**, is on your strops, as an article of such merit as ours is subject to imitation and infringement.

EDDY MANUFACTURING COMPANY
Makers of Keen Edge Razor Strops **WORCESTER, MASS., U. S. A.**

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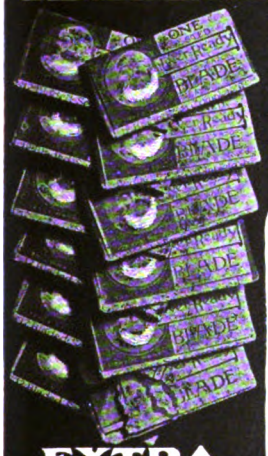
Handy size and exact style of wrapping. Look for trade mark face on each box.



Photo of dollar outfit when opened. Count the 12 blades. Avoid bad imitations.



'Ever-Ready' 12 Bladed Safety Razor $1



EXTRA Ever-Ready BLADES 10 for 50¢

We make and dealers sell more Ever-Ready Safety Razor Sets than all other brands combined.

This page "ad," appears in 30 magazines this month. Facts pay—not claims.

AMERICAN SAFETY RAZOR CO., Inc.
320 BROADWAY, NEW YORK
Canadian Agents: International Distributing Co., 591 St. Catherine St., Montreal, Canada.

Guaranteed BEST with BEST of Guarantees

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BROWN & SHARPE MFG. CO.

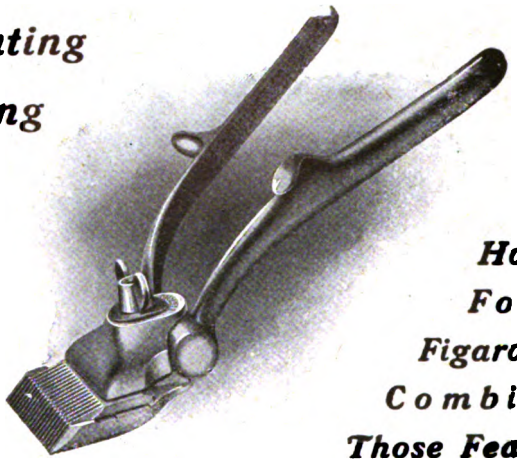
PROVIDENCE, R. I., U. S. A.

IF THE CALL IS FOR AN

Easy Operating

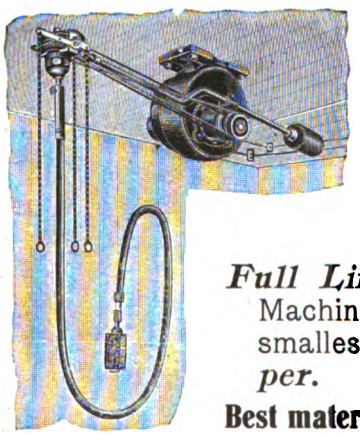
Clean Cutting

Long Wearing Clipper



You Can Honestly Put Forward a Figaro, For It Combines All Those Features

We furnish Advertising Literature for your distribution



PRIEST'S CLIPPERS

Priest's Single No. 9
A Perfect Power Clipper and Groomer for One Operator. Direct Connected Electric Power.

Full Line—The Largest Power Machines to the lightest and smallest *barbers' hand clipper.*

Best materials only used.

All parts interchangeable: *reduces cost of maintenance.*

Why not get posted?

Ask for Catalogues!

Jobbers quoted on request.

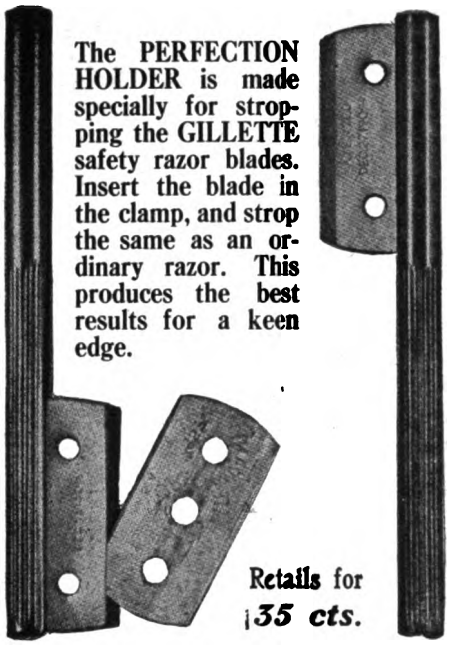


No. 40 -- Beltless Hand Power Cut Gears
A "Greyhound" in speed

American Shearer Manufacturing Co., Makers
Wiebusch & Hilger, Ltd., Selling Agents, New York

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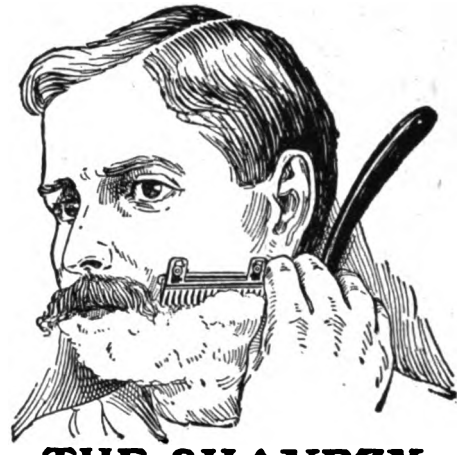
The PERFECTION HOLDER is made specially for stropping the GILLETTE safety razor blades. Insert the blade in the clamp, and strop the same as an ordinary razor. This produces the best results for a keen edge.

Retails for 35 cts.

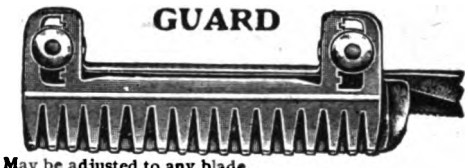
Prices to the Trade on Application

Perfection Manufacturing Co.

7 Water St., Boston, Mass.



THE SHAVEZY GUARD

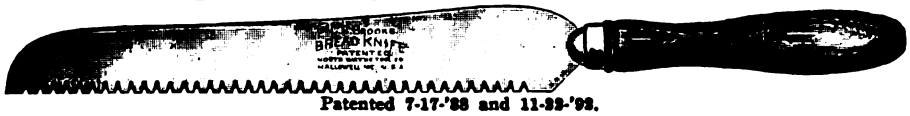


May be adjusted to any blade.
Instantly changed from right to left.
Is the best and a Cheap Guard.

Get my prices, which are right.

L. T. WEISS, Sole Manufacturer
297 Taaffe Place, BROOKLYN, N. Y.

The Original Non-grind-off-toothed Bread Knife



Patented 7-17-'88 and 11-22-'92.

UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

WHY DON'T YOU SELL

SOLID YOUREX SILVER

KNIVES, FORKS, SPOONS?

COSTS YOU LESS than the STANDARD plated knife. Is absolutely better than is possible to make a plated knife and looks better after use.



PAYS YOU A BETTER PROFIT than you have ever made on flat ware. Write at once for prices.

ASSOCIATED SILVER COMPANY, 152-158 LAKE ST., CHICAGO, U. S. A.

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FREE DISPLAY CASE OFFER

A Proposition That Will Interest Progressive Hardware Dealers

¶ We have absolute faith in Carborundum Sharpening Stones. We know they will sell and keep on selling, if properly displayed.

¶ So we say to you—to every progressive dealer—show your willingness to co-operate with us by ordering a small stock of Sharpening Stones and we will send you a

Handsome Quartered Oak and Plate Glass Display Case, Absolutely Free

¶ Write for details of the proposition. It's worth while.

The Carborundum Co., Niagara Falls, N. Y.

YAWMAN'S PINEAPPLE EYER

PAT. GRANTED APR. 18, 1905

Removes everyone of those eyes, without wasting the fruit. *Peel the Pineapple first.*

Is a money-maker for you, Mr. Retailer, *ask your Wholesaler.*



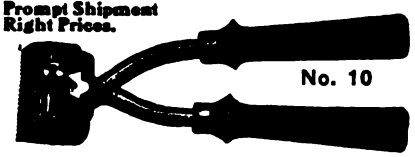
Simple, nothing to get out of order. One dozen on a display card, with easel attachment.

Mfd. by **YAWMAN & KNAPP MFG. CO.** ROCHESTER, N. Y.

HOTCHKISS CLIPPERS

Simple in Design Elegant in Finish

Standard Quality and Workmanship Guaranteed. Prompt Shipment Right Prices.



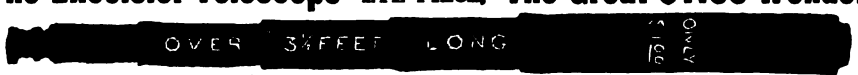
No. 10

Send for Descriptive Catalogue and Prices.

EDWARD S. HOTCHKISS

Railroad Ave., BRIDGEPORT, CONN.

The Excelsior Telescope WITH SOLAR EYE PIECE, The Great $1.00 Wonder





No Telescope with a Solar Eye-Piece has ever before been sold for less than $8 to $10.

NEEDED ON FARM, SEA OR RANCH, BY MAIL INSURED $1.20. POSITIVELY such a good telescope was never sold for this price before. These Telescopes are made by one of the largest manufacturers of Europe, measure closed 12 inches and open over 3½ feet in 5 sections. They are BRASS BOUND, BRASS SAFETY CAP on each end to exclude dust, etc., with **POWERFUL LENSES,** scientifically ground and adjusted. GUARANTEED BY THE MAKER. Heretofore Telescopes of this size have been sold from $5.00 to $8.00. Every sojourner in the country or at seaside resorts should certainly secure one of these instruments; and no farmer should be without one. **OBJECTS MILES AWAY** are brought to view with astonishing clearness. Sent by express for $1 safely packed; if by mail insured, $1.20. Our new catalogue of Guns, etc., sent with each order. This is a grand offer, and you should not miss it. **WE GUARANTEE ABSOLUTE SATISFACTION** or money refunded. **DIGEST OF WHAT CUSTOMERS SAY:** Write them, need not take our word. "Witnessed sun eclipse at Austrian Tyrol with it." L. S. Henry, The Saxon, N. Y.—"Excelsior superior to a $15.00 one." Fred. Walsh, Howe Island, Ontario.—"Could count cattle 20 miles away." F. G. Patton.



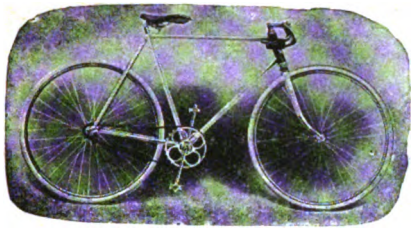
See the Spots on the Sun with this Telescope

Price to Dealers, $7.50 per doz., F. O. B. N. Y. Other Dealers find they sell well. So will you.

KIRTLAND BROS. & CO., Dept. H., 90 Chambers St, NEW YORK

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1908 BICYCLES



Catalogue is Ready

We want to send our Catalogue No. 40 and show you how you can add to your profits. We carry a complete stock of Bicycles Retailing at $20.00 to $50.00, and are the largest jobbers of Bicycle Supplies in the East. Will you write us?

Automobile Accessories

Here is a line that fits in well with the hardware trade and it's profitable, too. We will sell you the right goods at right prices and help you build up your business. Catalogue No. 39 gives full particulars.

Sporting Goods and Guns

Our new book, **No. 41, is the** most complete publication of its **kind** ever issued. It contains nearly 300 **pages** describing baseball, tennis, golf, firearms, **fishing** tackle, canoes and camp goods. It will be mailed free to any Hardware or Sporting Goods Dealer who sends his business card.

NEW YORK SPORTING GOODS CO.
17 Warren Street, New York

COBBLERS' OUTFITS



We are the Originators and Largest Manufacturers

Get Our Prices

THE ROOT BROTHERS CO., Plymouth, O.

Buying the WISS

line means that you are to have the co-operation of our Advertising and Display Departments to help you sell all your cutlery.



For Sale Wherever Good Cutlery is Sold.

To give absolute satisfaction your scissors must be of faultless material, the blades well tempered, the points sharp and perfectly adjusted. The

WISS

made on honor by a maker whose reputation for high quality shears and scissors dates since 1848, will be a revelation of how shears that are skillfully made will cut clean and stay sharp even with the hardest usage.

OUR GUARANTEE

All our shears and scissors bear this mark. We guarantee them to give absolute satisfaction, any dealer is authorized to give you a new pair without charge—or, we will.

J. WISS & SONS
NEWARK N.J.
U.S.A.

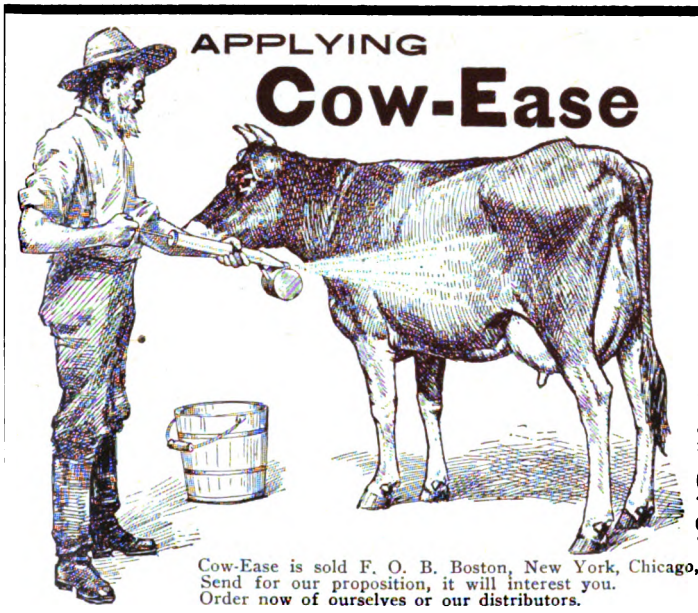
Write for our free book "**Pointed Sharpness**," which describes and illustrates all styles, sizes and prices.

J. WISS & SONS CO.
Makers of Shears, Scissors, Razors, etc.
15-39 Littleton Ave., Newark, N. J.

THE entire Wiss line is liberally advertised in the Best Publications reaching Consumers. All inquiries and orders are always referred to Wiss dealers.

Write at once for information about Wiss quality and Wiss Co-operation.

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IT KEEPS OFF FLIES

A harmless liquid preparation which can be sprayed on horses and cattle and will relieve them from flies. It is a fact that dairymen have noticed a 20 per cent. increase in the flow of milk from a herd of cows after commencing to use Cow-Ease. Cow-Ease has been on the market eight years and gives satisfaction.

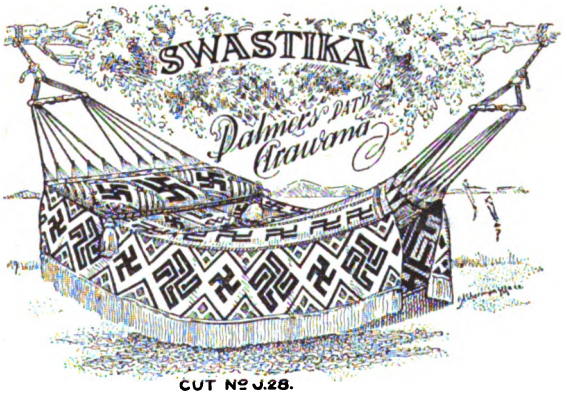
Cow-Ease pays the dealer 40% profit.

Cow-Ease is sold F. O. B. Boston, New York, Chicago, Minneapolis and St. Louis.
Send for our proposition, it will interest you.
Order now of ourselves or our distributors.

SOLE MANUFACTURERS
CARPENTER-MORTON CO., BOSTON, MASS.,
MANUFACTURERS
PAINTS AND VARNISHES

CARPENTER-MORTON CO. 77-79 Sudbury St., Boston, Mass.
HIBBARD, SPENCER, BARTLETT & CO. State Street Bridge, Chicago, Ill.
JANNEY, SEMPLE, HILL & CO. 20-36 S. Second St., Minneapolis, Minn.

PALMER'S
THE
PIONEER of HAMMOCKS



CUT No J.28.

Send for 1908 Catalog showing 112 Colored Illustrations

THE I. E. PALMER CO.

N. Y. Office: 55 Worth St. **MIDDLETOWN, CONN.**

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NOW IS THE TIME

to place orders for Ice Picks, Cork Screws, Cork Pullers, Ice Cream Dishers, Spoons, Lemon Squeezers, Lime Squeezers for 1908 business.

No. 111
SPRING PICK



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements. Finely illustrated catalogue with prices and discounts will be mailed to all dealers on request.

ERIE SPECIALTY CO., Erie, Pa., U. S. A.

WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES

THE SAMUEL WINSLOW SKATE MFG. CO.,

SALESROOMS:
NEW YORK: 84 Chambers Street.
LONDON: 8 Long Lane, E. C.

FACTORY AND MAIN OFFICE:
WORCESTER, MASS., U. S. A.

D & M







Our 1908 Line of Baseballs, Bats, Mitts, Gloves, Masks, Uniforms, etc., is ready for the dealer.

Write us to-day so we will be sure to see you with samples. Handle the "D & M Pointer" Brand—a good profit to the dealer and a satisfied customer.

THE DRAPER & MAYNARD CO.
Manufacturers... Plymouth, N. H., U. S. A.

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Safest to handle.



Strength branded on every stick.

GET THE BEST

Aetna Dynamite

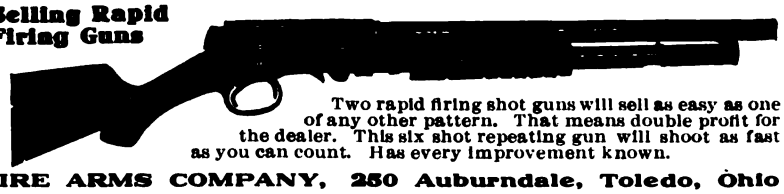
Made by

The Aetna Powder Co., Chicago

We do not sell mail order houses

You Make Double Profit

Selling Rapid Firing Guns



List Price $19.00
Write for trade price

Two rapid firing shot guns will sell as easy as one of any other pattern. That means double profit for the dealer. This six shot repeating gun will shoot as fast as you can count. Has every improvement known.

THE UNION FIRE ARMS COMPANY, 250 Auburndale, Toledo, Ohio

"VELVET TREAD" Simplest and Strongest

Our Aluminum, Steel and Fiber Wheels have become popular with all skaters.

WE CARRY A FULL LINE OF RINK EQUIPMENTS

CHICAGO ROLLER SKATE CO., 65 So. Canal St., CHICAGO

EVERYTHING for AUTOMOBILE DEALERS AND OWNERS

WE ARE MANUFACTURERS' AGENTS AND DISTRIBUTORS, MANUFACTURERS, IMPORTERS, JOBBERS AND WHOLESALERS OF

AUTOMOBILE *SUPPLIES, MATERIALS, ACCESSORIES AND TOOLS*

WESTERN DISTRIBUTORS OF

CONTINENTAL TIRES BEST BY EVERY TEST

WE GIVE YOUR ORDERS
CAREFUL AND ACCURATE SHIPMENT
PRICES THAT ARE RIGHT
PROMPT AND COURTEOUS ATTENTION

EXCELSIOR SUPPLY CO.

Established 1878

233-235-237 Randolph Street, CHICAGO, ILL.

SEND FOR NEW 1908 CATALOGUE No. 71

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Quick Sellers HAMILTON (22 Calibre) RIFLES Money Makers

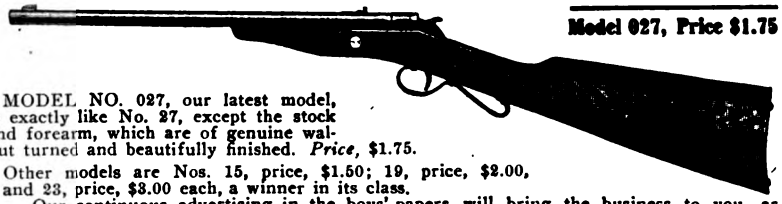


Model 27, Price $1.50

We Specialize on Boys' Rifles.

We build our rifles under our own exclusive patents and confidently claim to make *the best rifle ever built for the money.*

MODEL NO. 27 is an efficient sporting rifle, with hammer action, of few parts and exceedingly simple, using 22 calibre short or long cartridges. The barrel is bronze, rifled and steel jacketed, finished in blue black gun finish. Breaks down for loading and ejecting shells. Flat stock and forearm of gum wood. A beautiful model, symmetrical and well balanced. Barrel is 16 inches long, length of rifle over all, 30 inches. *Price,* $1.50.

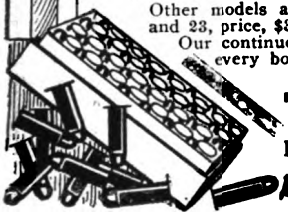


Model 027, Price $1.75

MODEL NO. 027, our latest model, is exactly like No. 27, except the stock and forearm, which are of genuine walnut turned and beautifully finished. *Price,* $1.75.

Other models are Nos. 15, price, $1.50; 19, price, $2.00, and 23, price, $3.00 each, a winner in its class.

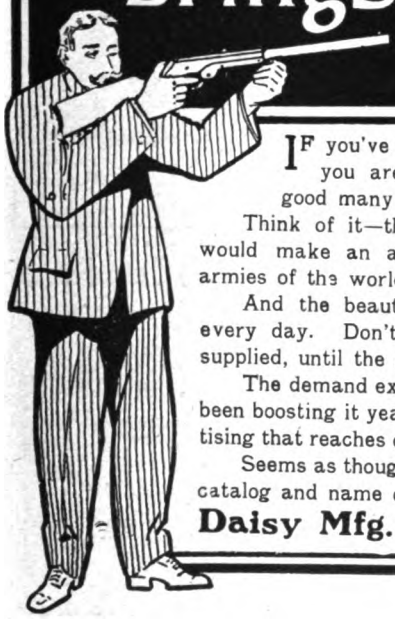
Our continuous advertising in the boys' papers will bring the business to you, as every boy will want one and you should have a stock on hand.



THE HAMILTON RIFLE CO.

Box 203 PLYMOUTH, MICH., U. S. A.

The Daisy Brings Down The Dollars



IF you've ever sold them, you know. If you haven't you are letting pass the opportunity to draw a good many dollars your way.

Think of it—the boys who own Daisy Air Rifles to-day would make an army larger than the combined standing armies of the world.

And the beauty of it is, more air rifles are being sold every day. Don't fear that the trade will ever be fully supplied, until the supply of boys gives out.

The demand exists this minute right in your town—we've been boosting it year after year by means of magazine advertising that reaches over Four Million boys and their parents.

Seems as though it was up to you. Why not write for catalog and name of our nearest distributor?

Daisy Mfg. Co., Plymouth, Mich.

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THE

Air-Cooled and Water-Cooled

ORBIN

Runabouts and Touring Cars

MOTOR VEHICLE CORPORATION, New Britain, Conn

DO IT NOW

NOW IS THE TIME, Mr. Hardware Dealer, for you to get some of that "AUTOMOBILE TRADE." Don't wait until your competitors get it all.

Hardware Dealers all over the country are now increasing their business by handling this splendid and profitable line of Automobile Supplies.

We give liberal discounts to Dealers.

WRITE TO-DAY for our 1908 catalogue and wholesale discount sheet.

The Motor Car Equipment Co.

Manufacturers and Wholesalers of AUTO SUPPLIES

55 Warren Street NEW YORK

ADDRESS DEPARTMENT H

Gilbert Motor Car Accessories

JUST THE LINE FOR HARDWARE TRADE

The Only Ones Worth Your Money

Our Line:

Tire Cases
Tube Cases
Tire Sleeves
Knuckle Boots
Leggings
Crank Holders
Ponchos
Covers
Cape Top Boots
Spare Tire Holders
Tool Rolls
Tool Kits
Plug Cases
Sleeve Protectors
Storm Aprons
Lamp Covers
Racing Helmets
Tire Locks

SEND FOR CATALOG



Sold by Leading Firms Everywhere

THE GILBERT MFG. CO.

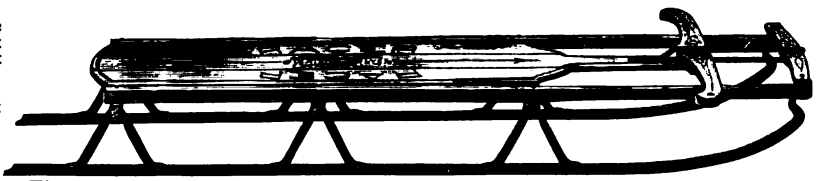
New Haven, Conn., U. S. A.

FLEXIBLE FLYER "The Sled that steers"

Sells easily because boys and girls want the fastest and best sled on the hill.

FLEXIBLE FLYERS are the most popular sleds on the market to-day.

FLEXIBLE FLYERS will outlast three ordinary sleds.



They are handsomely finished and are swifter, safer and stronger than any other sled.

Made in six sizes, from 36 to 101 inches long.

FLEXIBLE FLYER RACER, 56 inches long, a sled built especially for speed.

Prices and illustrated catalogue on request.

S. L. ALLEN & CO., Box 1100-H Philadelphia, Penn.

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BARNEY & BERRY



ICE SKATES



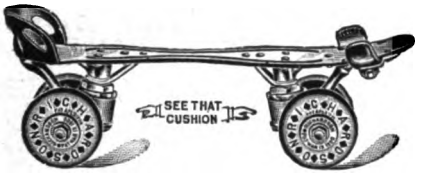
ROLLER

Lead in

Quality, Design, Operation.

Prices right. Catalogs ready.

BARNEY & BERRY, Springfield, Mass., U. S. A.



RICHARDSON

Cushion Frame, Anti-Jar, Ball Bearing

Roller Skates

"The Good Kind," used exclusively in all of the largest and most successful rinks in America. Write for the most complete ROLLER SKATE CATALOGUE ever published. Tells how to open and operate Roller Rinks.

Richardson Ball Bearing Skate Co., 501 Wells Street, Chicago

Union Hardware Company

TORRINGTON, CONN., U. S. A.

New York Office: 95 Chambers Street

Roller Skates

We make all styles. Rink or Extension. Plain or Ball Bearing. Men and Women's



No. 15 Men's Ball Bearing Rink Skate. Hemacite or Steel Rolls.

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Chicago's Biggest Department Stores

and thousands of Hardware and general stores—stores whose managers are the shrewdest and closest buyers in this country and the hardest to satisfy—

Handle These Oils

Excelsior Lawn Mower Oil
Excelsior Reel Oil
Excelsior Gun Oil
Excelsior Phonograph Oil
Excelsior Sewing Machine Oil
Excelsior Automobile Oil
Excelsior Big 4 Oil

—because they are special oils specially prepared for their individual purposes, and therefore give greatest satisfaction.

Write us at once for Special Hardware Dealers Prices. They are mighty interesting to a close buyer.

EXCELSIOR SUPPLY CO., DEPT. H
(Established 1876)
233-235-237 Randolph St., CHICAGO

Learn to Swim
BY ONE TRIAL



Sell readily and produce good results. Every dealer should be well stocked with this popular device for swimming.

Price to Trade:

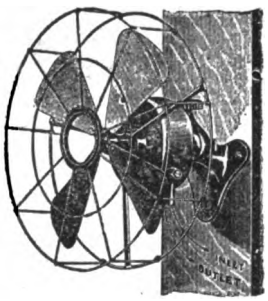
No. 1, $2 per doz., retails at 25 cents each.
No. 2, $3 per doz., retails at 35 cents each.

Sold by jobbers throughout the United States, Great Britain and Australia.

These goods are extensively advertised in leading publications such as Ladies' Home Journal, Collier's, Saturday Evening Post, Youth's Companion, etc.

Hardware dealers, department stores, toy stores, druggists, stationers, seashore houses, sporting goods dealers and general merchandise retailers make big sales by displaying the water-wings in their stores and windows. Three color show cards for exhibition, and circulars for distribution sent with every order.

AYVAD MFG. CO., Hoboken, N. J.

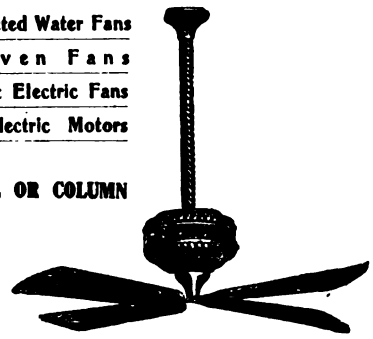


FANS

Direct Connected Water Fans
Belt Driven Fans
Direct Current Electric Fans
Water and Electric Motors

FANS FOR CEILING, DESK, WALL OR COLUMN

We guarantee Satisfaction and Low Prices



THE D. L. BATES & BROTHER CO., Dayton, O.

Are You a Reaper?

We have planned a comprehensive advertising campaign to open early in the Spring and continue throughout the Summer in the leading general and recreation magazines. Thousands of dealers are reaping the benefit of this campaign—Why not you?

The Hawkeye Refrigerator Basket

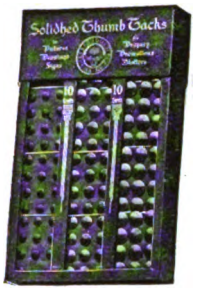
has a ready sale and the demand is constantly increasing. Picnicers, sportsmen, fishermen, motorists, etc., who use them are always sure of cool, fresh, appetizing food and drink. It's a perfect refrigerator in a strong wicker basket that can be locked. You can't afford to be without this popular business getter. If your jobber can't supply you write us for illustrated catalog, prices and discounts.

Burlington Basket Co., 200 Main St., Burlington, Ia.



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SOLIDHED THUMB TACKS



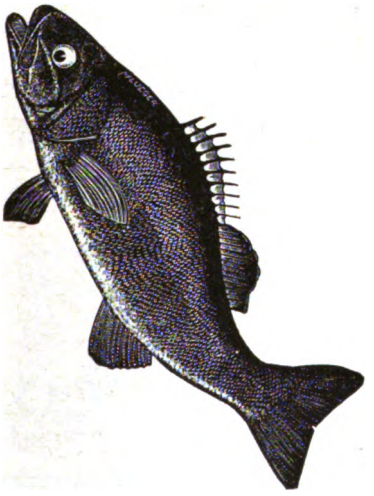
Celluloid Colors, Brass, Steel, and Numbers

Solidhed Display sells tacks

Supplied by jobbers
Hawkes-Jackson, Makers, New York

PFLUEGER'S

FISHING TACKLE

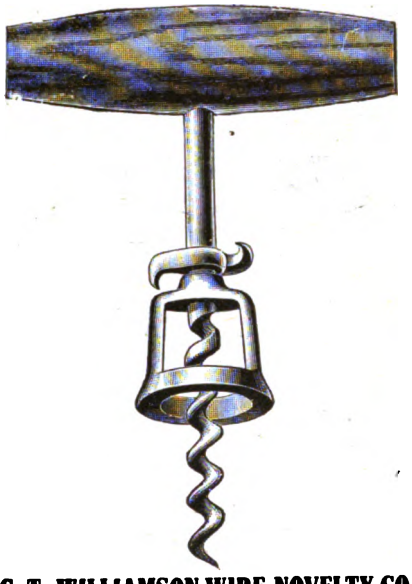


HOOKS, FLIES, TROLLS, SPINNERS, PHANTOMS, REELS, FURNISHED LINES. EVERYTHING IN FISHING TACKLE

NOTICE—Free to Any Dealer in Sporting Goods, Sent Express Prepaid, 170 Page Illustrated Catalogue No. F. 25. Metal Fish Sign in 8-Color Lithograph.

The Enterprise Mfg. Co.
AKRON, OHIO

JUST
WILLIAMSON'S
No. 8082



C. T. WILLIAMSON WIRE NOVELTY CO.
56 BADGER AVENUE, NEWARK, N. J.

GLASCOCK'S RACERS

"The Money-Makers" For You



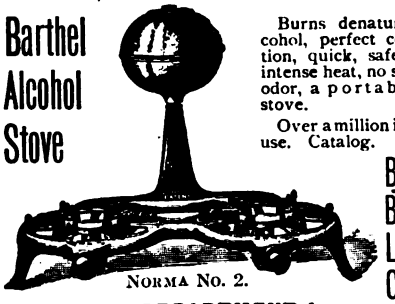
The Strongest, Speediest, Most Elegantly Finished Hand Cars on the market. Built in four sizes for both boys and girls. Wood and steel frames. Double and single handles.

Advertised in all the leading magazines for your benefit.

Write for our illustrated catalogue. We have real talking points.

GLASCOCK BROS. MFG. CO., Muncie, Ind.

Barthel Alcohol Stove



NORMA NO. 2.

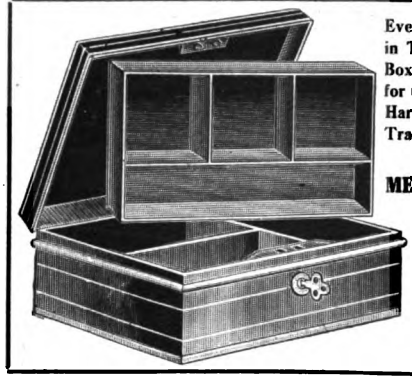
Burns denatured alcohol, perfect combustion, quick, safe, sure, intense heat, no soot, no odor, a portable gas stove.

Over a million in daily use. Catalog.

Barthel Blow Lamp Co.

DEPARTMENT A
195 High Street, Boston, Mass.

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Everything in Tin Boxes for the Hardware Trade

MERRIAM MFG. CO.

Durham Conn.

An Automatic Clerk



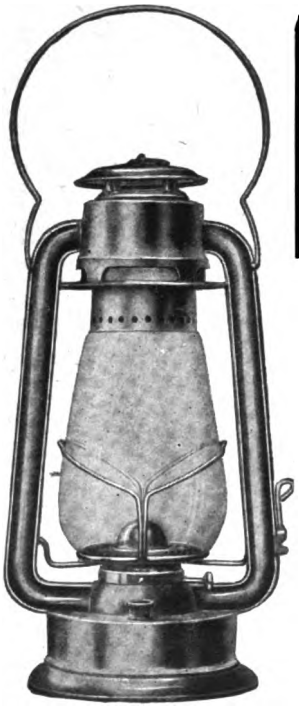
that watches your interests while you are out. : :

Detects Omissions and Errors. Shows Day's Work at a Glance

SAVES MONEY SAVES LABOR

Standard Cash Register Co.

30 Chestnut Street, - Wabash, Indiana



HAM'S "MATCHLESS" No 2 COLD BLAST LANTERN

Remember, HAM'S are the only genuine

"COLD BLAST" LANTERNS on the market

That's why they excel all other makes in burning qualities; a thorough comparative test in a strong wind will convince you as to that.

We are not giving away life-sized pictures, but we are making lanterns that have all the latest improvements and we can guarantee them to be perfect in every respect, or we will replace with perfect goods. The old saying "A satisfied customer is the best advertisement," holds good every time you sell a HAM lantern, as they are bound to please.

Think it over. Don't you think it would pay you to handle Ham's Lanterns? They cost no more than inferior goods, still they are worth more.

Let us send you one of our handsome new catalogues. Address "Dept. L."

C. T. HAM MFG. CO.

ROCHESTER, N. Y.

HANDLE THIS BRAND? IF NOT, WHY NOT?



REG. U. S. PAT. OFF.

This Label is on all Tap'n's Pat. Improved DOVER EGG BEATERS, and stands for QUALITY and DURABILITY.

THE TAPLIN MFG. CO., New Britain, Conn., U.S.A.

155 Chambers Street, New York.

DEALERS, WE MAKE



BIG AND LITTLE

WATER MOTORS



"Really and truly," the only line which will be found satisfactory from the standpoint of the dealer and user. Why not put a few in your show window and let us refer our inquirers to you?



LIPPINCOTT W. M. & L. CO.

Newark, N. J.

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Two New Spittoons



CLUB SPITTOON

Every Hardware Man occasionally has a call for a Spittoon. Many Dealers in Hotel and Steamship Furnishings are large buyers of them. We offer two patterns, as illustrated, which are proving to be good sellers, wherever shown. THE CLUB SPITTOON is made with a detachable cover, while THE CUSPIDOR is seamless. We finish them in different colors, but especially recommend our Volcanic Q-Pattern which is a rich Chocolate color, slightly mottled.

Send for our Illustrated Supplement to Catalogue and Prices and give us a Trial Order which is almost sure to be followed by another and still another.



CUSPIDOR

Mention Hardware Dealers' Magazine.

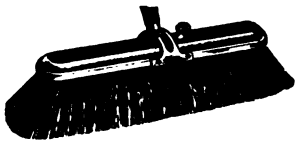
THE CLEVELAND STAMPING & TOOL COMPANY

CLEVELAND, OHIO

ROBT. F. HALL, Portland, Ore., Pacific Coast Agent. SPENCE MFG. CO., Agents, St. Paul, Minn.

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ELIMINATE DUST BY USING THE DUSTLESS BRUSH



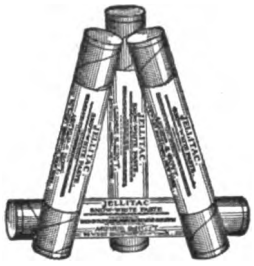
Reduces Dust 97 Per Cent.
Used by over 100,000 Merchants
You can have a Dustless Brush on 30 days' trial.
We prepay express charges.

Ordinary sweeping simply stirs up the dust and fills the air with dust particles which settle down on your goods and furnishings. You stir up the same dust day after day. The Dustless Brush does not **STIR UP**, but it **WIPES UP** the dust. It deadens the dust in sweeping, absolutely preventing it from rising. Its proper use is the next thing to a scrubbing and the work is accomplished with the rapidity of ordinary sweeping. It keeps the floors fresh and clean. All the dirt and dust is removed each time you sweep.

Use the Dustless Brush and Save Money. Sell it and Make Money.
Liberal discounts to dealers in quantities.

MILWAUKEE DUSTLESS BRUSH CO., 120 SYCAMORE STREET MILWAUKEE, WIS.

SELL PASTE
WITHOUT THE WATER
IT'S CLEAN BUSINESS AND CLEAR LIBERAL PROFIT—when you sell
JELLITAC
THE PASTE IN POWDER FORM
For Paperhangers, Manufacturers, and all who use Paste in their business

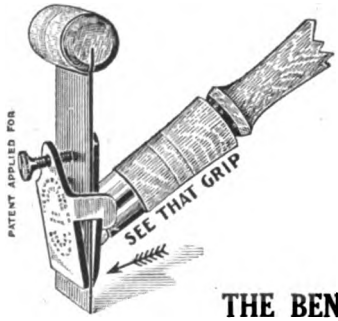


In Cases of 36 Cartons

A two-pound roll makes a bucket of heavy, wet paste. Instantly prepared with *cold water*. Produces the whitest and cheapest paste obtainable. No loss to the dealer from souring, moulding, lumping, etc. Clean, sanitary, handy. *A Splendid Seller the Year Round.* Write for prices and a full-sized carton free.

ARTHUR S. HOYT, "THE MAN WHO MAKES JELLITAC"
WEST BROADWAY, CORNER CHAMBERS STREET, NEW YORK

THE BENNETT ADJUSTABLE SCRAPER



SOLID STEEL. FINE NICKEL FINISH.
RIGID BLADE--NO CHATTER--NO KICK

Use any Blade to the Last Half Inch—Compare it with the Best. **SELLS ON ITS MERITS.**
Position of Blade or Handle Changed Instantly to Suit the Work. No Special Blade Necessary.

MANUFACTURED BY
THE BENNETT MFG. COMPANY, BUFFALO, N. Y.

ROBERTSON "HORSESHOE MAGNET" HAMMERS
(Trade Mark)



Every hammer stamped with name and trade mark

For BILL POSTERS, TRAVELING ADVERTISERS, UNDERTAKERS, UPHOLSTERERS, PAPER-HANGERS, Etc. Also Tack Hammer size for household and general use. Forged from fine steel, warranted strong, permanent magnets.

Illustrated price list mailed on request.

ARTHUR R. ROBERTSON, Sole Manufacturer (Owner of the Horseshoe Magnet Trade Marks), **144 Oliver Street, Boston, Mass.**

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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6-5-4 Brings Trade

6-5-4 requires less capital than you are now investing in Screen Enamel and Stove Pipe Enamel—6-5-4 is both and more

6-5-4 is the only preparation suitable for use on Gas Cooking Ranges; it is very thin and black and dries in 10 minutes.

You make more profit, make it oftener and easier, on 6-5-4 than on anything else.

6-5-4 sells itself, shines itself and pays for itself; it will be half gone before the bill is due.



6-5-4 makes new customers for you and brings them to your store; our advs. tell them what it is for and how to use it.

6-5-4 is a "repeater;" every can you sell brings you another customer and her friends.

Send for free booklet—"That's the Secret"

CROSBY & CO.

46 JEFF. AVENUE DETROIT, MICH.

THE MARTIN-SENOUR CO.

MAKERS OF

MONARCH HOUSE PAINT — 100 Per Cent. Pure

SENOUR'S FLOOR PAINT — (The Standard Brand)

RED SCHOOL HOUSE PAINT — The Reddest "Red" for Barns, Roofs, &c.

E-Z FLOOR AND FURNITURE STAIN — "Wont mar white" "Bears walking on"

MARTIN'S WHITE ENAMEL — "The white that stays white"

and a Full Line of Paint and Varnish Specialties.



DROP US A LINE

for our beautiful four-color, illustrated catalogue. We will mail it to you gratis.

2514 to 2520 Quarry Street and Archer Avenue
CHICAGO, ILLS., U. S. A.

142 and 144 Inspecter Street
MONTREAL, CANADA

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Give Your Customers "The Horse"

"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With every order for Dixon's Graphite Axle Grease, we will give the dealer a quantity of these booklets to distribute among such customers as are interested in horses. ¶ Get sample copy 55-I of this booklet and see how valuable it is—free on request.

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J.



YOUR stoves will sell much quicker, and at a better price, if polished with Black Kid Stove Polish.

This is the best of all the good stove polishes made.

Six or twelve five-pound cans to a case. Your jobber has it.

SNOW FLAKE AXLE GREASE

MANUFACTURED BY
The Snow Flake Axle Grease Co., Fitchburg, Mass.

Established 1850 Incorporated 1891

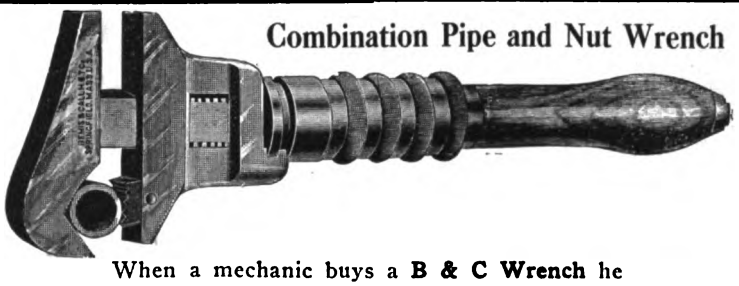
Gerts, Lumbard & Co.
Brush Makers

Ask for our Special Hardware Catalogue "G"

208 and 210 Randolph St., CHICAGO, ILL.

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Combination Pipe and Nut Wrench



When a mechanic buys a **B & C Wrench** he gets what he is looking for—**satisfaction.** The **72 years** we have been making wrenches places the **Bemis & Call Wrenches** beyond their competitors, as they are acknowledged perfect in adaptability and construction.

Send for our Catalogue

by any one who has given it a thorough and practical test. Our goods are sold all over the world. By striving to make them better we have made them the best. Catalogue, samples and discounts on application.

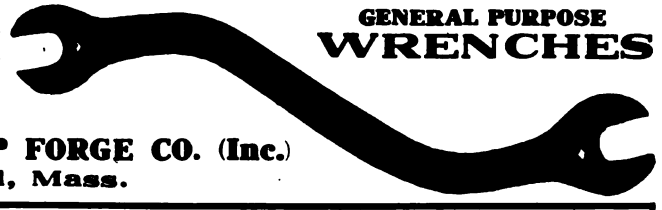
Cary Manufacturing Company
19 & 21 ROOSEVELT STREET
NEW YORK CITY

...will send
...of wood finished
...with Liquid Granite.

BEHRY BROTHERS, Limited
VARNISH MANUFACTURERS

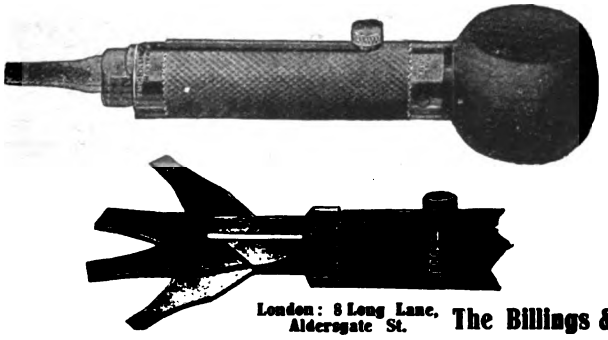
New York 262 Pearl St. | ESTABLISHED 1858 | Chicago 48-50 Lake St.
Boston 520 Atlantic Ave. | DETROIT | Cincinnati 420 Main St.
Philadelphia 26-28 N. 4th St. | Canadian Office and Factory | St. Louis 112 So. 4th St.
Baltimore 29 S. Hanover St. | Walkerville, Ont. | San Francisco 668 Howard St.

Put up in sets of 5 in a box—⅜ to ½ inch bolts—in finished and semi-finished.
Write for price lists.



GENERAL PURPOSE
WRENCHES

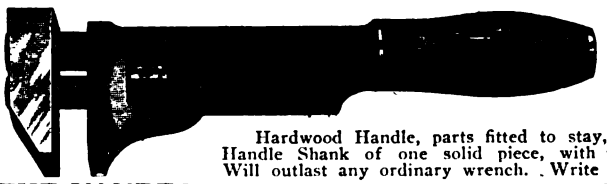
PAGE-STORMS DROP FORGE CO. (Inc.)
Springfield, Mass.



Always at Hand

4 Sizes of Screw Drivers in one. Simplicity itself. Drivers cannot be removed or lost. This magazine Screw Driver is one of the best selling articles in the trade. Get our prices and discounts.

London: 8 Long Lane, Aldersgate St. **The Billings & Spencer Co., Hartford, Conn.**



THE VANDEGRIFT
WOOD HANDLE
SCREW WRENCH

Hardwood Handle, parts fitted to stay, will not crack or break. Lower Jaw and Handle Shank of one solid piece, with machine steel studs inserted clear to base. Will outlast any ordinary wrench. Write for sample.

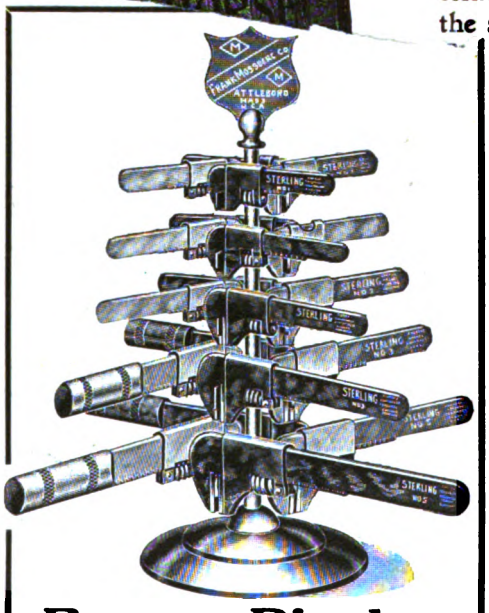
THE VANDEGRIFT MFG. CO., Shelbyville, Ind. New York Office, 108-10 Duane St.

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Give Your Customers "The Horse"

"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With [illegible] OF



Proper Display
PRODUCES
Proper Sales

FRANK MOSSBERG CO., Attleboro, Mass.
Chicago: 116 Lake St. San Francisco: 132 Valencia St.

MALLEABLE IRON

Hammer's Mall. Iron Hand Lamps.



SCREW KEROSENE SIZE.

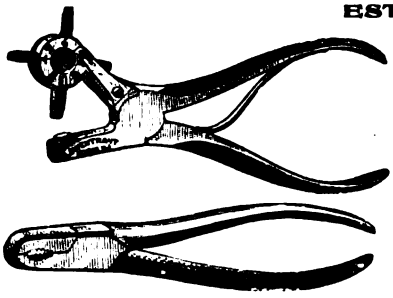
Hammer's Adjustable Clamps, Mall. Iron Hand Lamps M. I. Hanging Lamps.

New Pattern Heavy Screw Clamps
Strongest in the Market
For Sale by all the principal Hardware Dealers.
SEND FOR PRICE LIST.

MALLEABLE IRON CASTINGS of superior quality, and Hardware Specialties in Mall. Iron, made to order.
HAMMER & CO., Branford, Conn.

P. LOWENTRAUT MFG. CO.

ESTABLISHED 1869



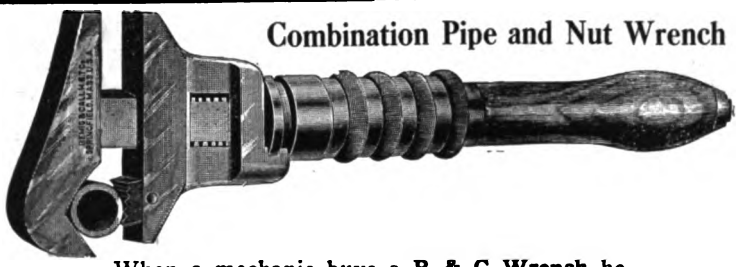
The Celebrated Forged Mechanics' Tools, Gas Pliers, Ladles, Plumbers' Scrapers, U. S. Revolving Punches, Dividers, Compressed Box and Hay Hooks, Washer Cutters, etc. We also manufacture high class Conductors' Punches. All goods of our manufacture are fully warranted.

Catalogue of full line upon application

36-54 Brenner St., Newark, N. J.

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Combination Pipe and Nut Wrench



When a mechanic buys a **B & C Wrench** he gets what he is looking for—**satisfaction.** The **72 years** we have been making wrenches places the **Bemis & Call Wrenches** beyond their competitors, as they are acknowledged perfect in adaptability and construction.

Send for our Catalogue

BEMIS & CALL HARDWARE & TOOL CO.

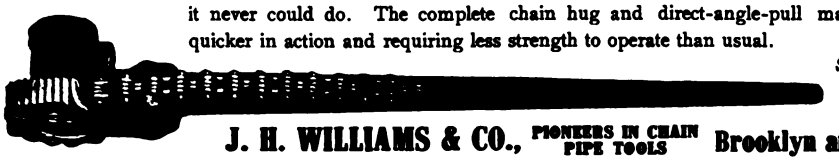
Springfield, Mass.



Adjustable
"S" Nut Wrench

"Agrippa" One Jaw

One jaw properly designed will find place on surfaces of Fittings which because of shape no other tool would reach. **"AGRIPPA"** will do all the work; the kind the double jaw always has done and the kind it never could do. The complete chain hug and direct-angle-pull makes it a tool quicker in action and requiring less strength to operate than usual.



Sold through dealers

J. H. WILLIAMS & CO., PIONEERS IN CHAIN PIPE TOOLS **Brooklyn and Chicago**



Shipping Clerks

Drop Forged

BOX OPENER

9 inches long

Will drive or draw a *shingle*, nail or *spike*. With a chisel point it's good for chopping ice.

Catalogue upon request

CARPENTERS

all want our

PRY BAR and NAIL PULLER

Length, 23 inches



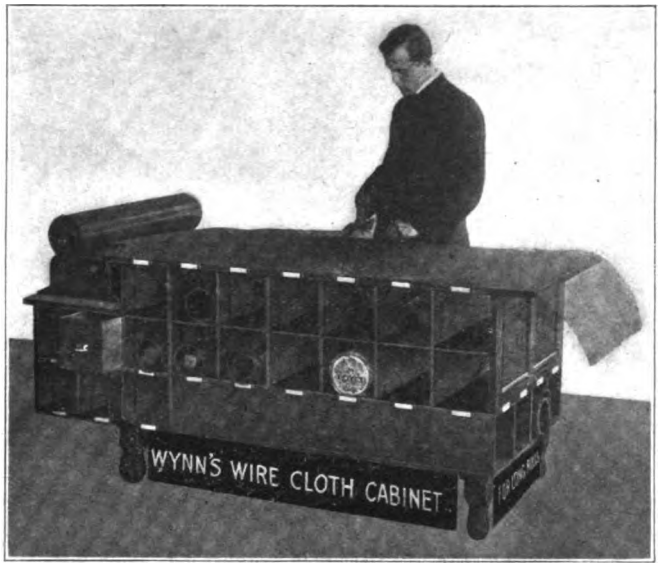
BECAUSE it's drop forged from superior tool steel. BECAUSE it can be sharpened and used as a chisel. BECAUSE you can pull nails *straight out* and pry off boards as high as you can reach.

Manufactured By **C. E. BONNER MFG. CO.**

Manufacturers of all Kinds of Drop Forged Tools CHRISMAN, ILL.

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WIRE CLOTH CABINET



For storing and measuring wire cloth. Top especially ruled for cutting glass. Two revolving rollers hold the roll of wire cloth and keep from loosening while measuring.

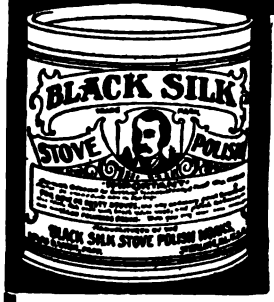
Height of Cabinet, 32 inches; length, 70 inches; width, 32 inches; made of solid oak.

A useful, durable and handsome fixture. Will last a lifetime.

Save time and increase your profits by using a device made for the purpose. Write for price list and circulars.

ROLLER CABINET WORKS, Sterling., Ill, U.S.A.

BLACK **Silk** STOVE POLISH is the NAME



IT PRESERVES THE IRON

and prevents rust in storage and in transit

A stove on sample floor never needs but one good polishing with Black Silk Stove Polish. If it becomes marred or shop worn, all that is necessary is to sprinkle with water and rub down with hard polishing brush. No more polish is required.

You will not recognize the value of Black Silk Stove Polish the first week, month or year that you use it. It lasts longer, goes further and makes the shine that stays.

STERLING, ILL., U. S. A.

The HOME of

Station O ***Black SILK Stove Polish***

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"NEVER-BREAK"
TRADE MARK

Steel Spiders, Griddles and Kettles

Cooking Utensils That Do Not Warp, Scorch, Burn or Spoil Food.



Ask for Catalog.

The Genuine Branded "NEVER-BREAK." Imitations Fool the Foolish.

THE AVERY STAMPING CO.
Exclusive Manufacturers. CLEVELAND, OHIO



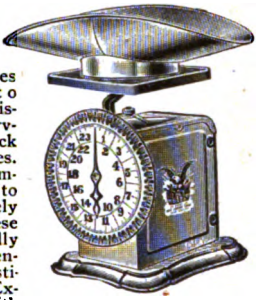
Prudent Housekeepers Use Pelouze Family Scales

(Warranted)

They can be instantly adjusted for plate, basket or scoop.

CAPACITY
24 pounds by ounces

No. E90 Steel Platform.
No. 90½ Tile Platform.



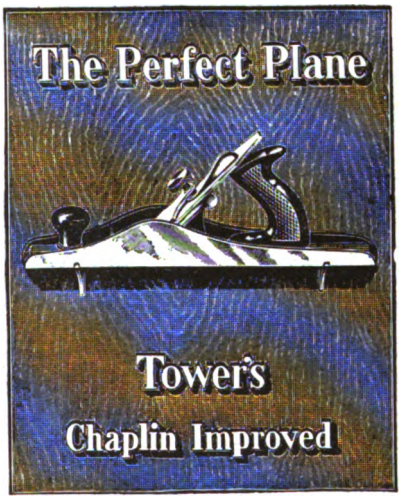
The Pelouze Scales are invaluable to proper cooking; indispensable in preserving. They keep check on your purchases. Soon pay for themselves. No weights to get lost. Absolutely automatic. These *Scales* are beautifully finished in black enamel and are artistically ornamented. Extra Large Dial with Silver center and gold border. Very attractive. Made of cold rolled steel.

No. T95 Tin Scoop.
No. B95 Brass Scoop.

Dealers should specify PELOUZE Scales in ordering from their jobber. Send for Cat. "K." 40 Styles.

PELOUZE SCALE & MFG. CO.
403-413 Ohio Street, CHICAGO

"I have caused three other carpenters to *Sell their — Planes* and *buy the CHAPLIN*"



"Will always have a *Good word* to say for *your tools*. I consider them *The Best Made*"

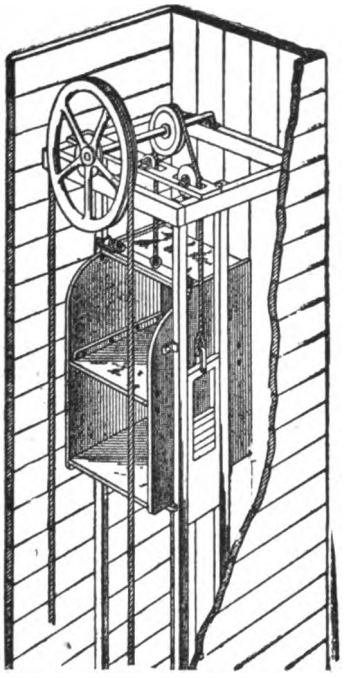
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Tower & Lyon Co.,

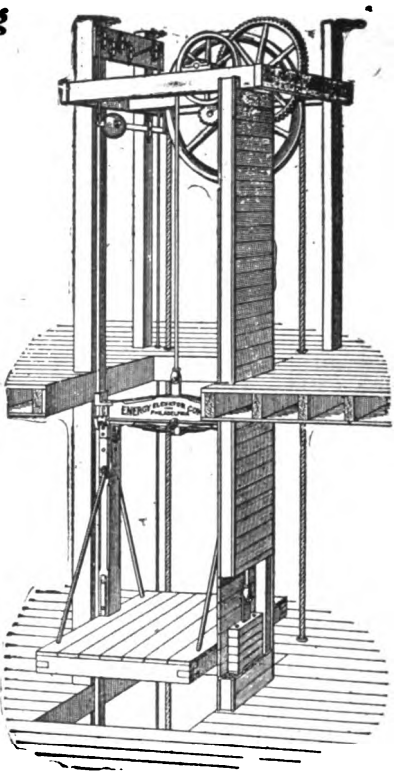
95 Chambers Street, NEW YORK CITY

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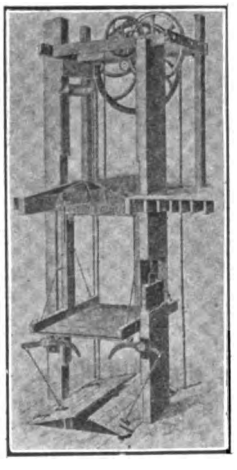
We shall be glad to send you Catalog describing



- The Little Beauty Dumb-Waiter
- The Rapid Transit Dumb-Waiter
- The Energy Dumb-Waiter
- The Little Giant Dumb-Waiter
- The Side Post Hand Elevator
- The Back Guide Hand Elevator
- Hand Power Passenger Elevator
- Carriage or Warehouse Elevator
- Belt Power Elevators
- Basement Lifts
- Power Attachments for Hand Elevators



ENERGY ELEVATOR COMPANY
214-218 New Street, PHILADELPHIA, PA.



ELEVATORS
AUTOMATIC HATCH DOORS DUMB WAITERS
And all Appliances for Same
Manufactured by
O'Neill Elevator Co.
626 Cherry Street, PHILADELPHIA, PA.
Send for Catalog

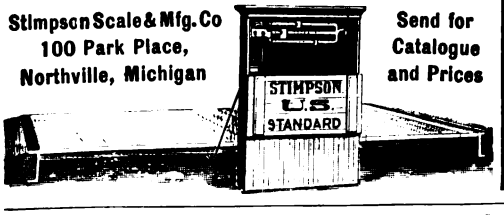
HOTTEST ON EARTH



LET US PROVE IT
Small in size. Only two inches thick. Guaranteed.
No. 16 AUTO TORCH
Price each, $3.75 net
The Turner Brass Works
61 PARK AVE. SYCAMORE, ILL., U. S. A.

Big Margins In Stimpson Steel Pitless Wagon Scales

Stimpson Scale & Mfg. Co
100 Park Place,
Northville, Michigan



Send for Catalogue and Prices

PREVENTS DRAFTS, DUST AND WINDOW RATTLING.



PATENTED.



IVES' PATENT Window Stop Adjuster.



The only Stop Adjuster made from one piece of metal with solid ribs and heavy bed that will not cup, turn or bend in tightening the screw. Manufactured only by The H. B. IVES CO., New Haven, Conn., U. S. A. (Fifty-page Catalogue Mailed Free.)

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EASY TO PAY FOR—

Eaton & Prince hand-power elevators are *so* economical, *so* simple, *so* safe, *so* satisfactory and *so* serviceable that it is always a pleasure to send a check therefor.

Eaton & Prince hand-power elevators are carried regularly in stock in Chicago in both corner-lift and center-lift patterns in various sizes.

Orders are thus filled immediately upon receipt.

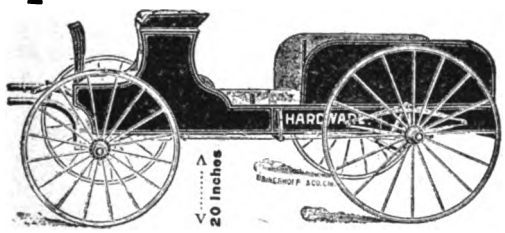
Illustrated plans, details, sizes and prices in Folder No. 44 will permit you to *intelligently* order therefrom—just write

EATON & PRINCE COMPANY

CHICAGO

Built Upon Honor

Up-to-Date Hardware Delivery Wagon



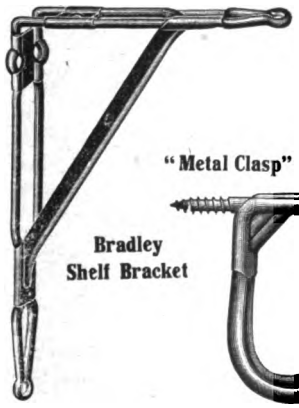
for progressive hardware dealers. Easy to load and light of draft. Best grade only.

Free Catalog upon Request.

Sycamore Wagon Works

109 EDWARD ST., SYCAMORE, ILL.

QUICK SELLING HARDWARE SPECIALTIES



Bradley Shelf Bracket

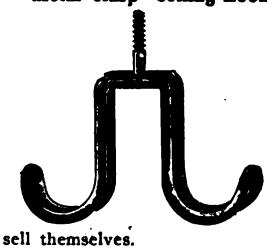


Best Quality Tinplate and Retinned

"Metal Clasp" Coat and Hat Hook



"Metal Clasp" Ceiling Hook



These goods, on account of their construction and low price, are trade winners in every sense of the word, as they will give perfect satisfaction to the purchaser and to the retailer, and practically sell themselves. Write for prices.

THE ATLAS MFG. CO., New Haven, Conn.

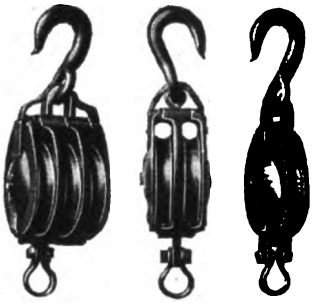
New York Representatives: J. C. McCARTY & CO., 21 Murray St.

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Superior to All Other Blocks

"THE CHICAGO MALLEABLE IRON"

The Strongest and Lightest Tackle Block on the Market.



Fitted with Loose Hooks

SHELLS: Sides and centers are of malleable iron, well riveted together, with edges rounded to protect the rope.

HOOKS: Are of forged steel.

STRAPS: Do not bind sheaves, because they pass through slots in shell and extend to the extreme bottom.

PINS: Do not turn, as they are made with a head on one end which fits snugly in the square slot on one side shell and cotter on the other end. Pins are of steel.

SHEAVES: Are of grey iron.

Blocks are made so that sheaves can be changed —common to patent or self lubricating bushed. Blocks fitted with loose hooks kept in stock.

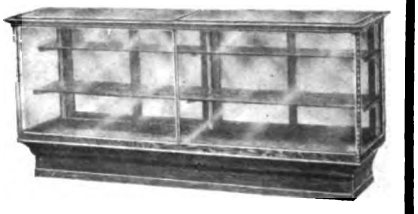
We can supply blocks fitted with stiff or loose swivel hooks, shackles, rings, etc., on short notice.

WRITE FOR PRICES.

Made by Union Elevator & Machine Co.,

144-6 Ontario Street, Chicago.

Economy is Fashionable

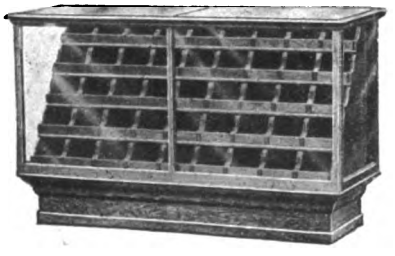


in many mercantile establishments right now.
This being the situation, our

Case With a Conscience and Dependable Fixtures

are "HIGH STYLE." We are offering values that you at once acknowledge. We are showing new devices that you recognize immediately as having exceptional merit. We are quoting prices that make the hitherto impossible strictly advisable. We are guaranteeing spot deliveries, not because we are selling fewer goods, but because we have a far more productive plant.

Let us hear from the man who wants to re-equip, or needs a special case, but thinks he can't afford it.



GRAND RAPIDS FIXTURES CO.

938 Jefferson Ave., Grand Rapids, Mich.

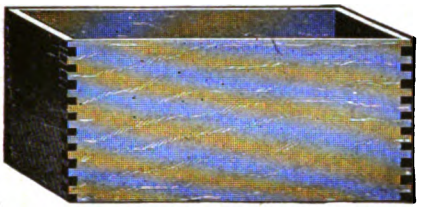
NEW YORK 744 Broadway
BOSTON 77 Summer St.
ST. LOUIS 703 Washington Ave.
CINCINNATI 303 Main St.
DENVER 1655 Blake St.

J. H. & R. R. POTTER, Agents for California, Missouri, Arizona and New Mexico, Box 250, Oakland, Cal.

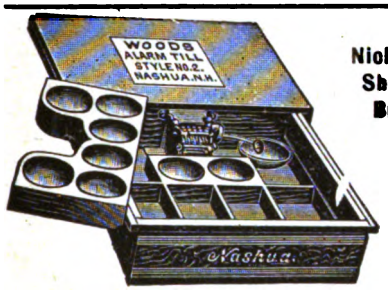
D. O. TEALL, Agent for Washington and Oregon, 517 Washington Ave., Seattle, Wash.

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INTERCHANGEABLE LOCK-CORNER SHELF BOXES
FOR THE HARDWARE TRADE.



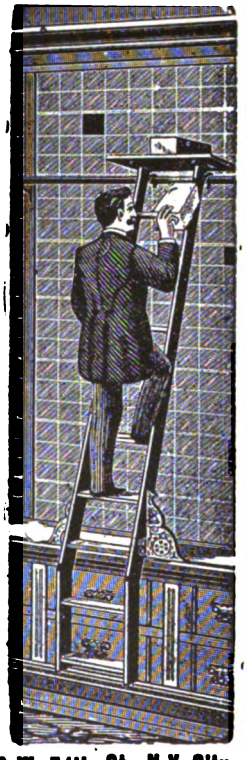
THE A. H. GREEN CO.,
97-101 Warren St., NEW YORK.



Steel Nickel Plated Show Case Brackets

NASHUA TILL CO.
MANUFACTURERS OF
Alarm Cash Drawers
Nashua, N. H., U. S. A.

ROLLING STEP Ladders for Stores



No modern store is equipped up-to-date without the

BICYCLE STEP LADDERS

as part of its outfit.

We make Ladders to turn corners; to fit all kinds of uneven shelving; to work where floor is slanting; to fit any special requirements—and more Ladders than all other houses combined.

Ask about the new noiseless track.

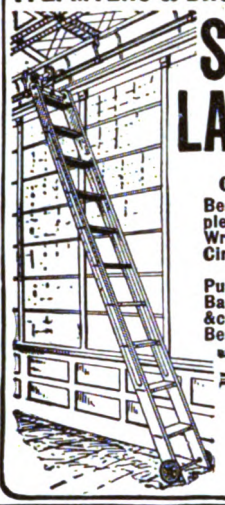
CIRCULARS FOR THE ASKING

THE BICYCLE STEP LADDER CO.

65 Randolph Street
Chicago, Ill.

EASTERN AGENTS N. N. YOUNGS, 180 W. 74th St., N.Y. City

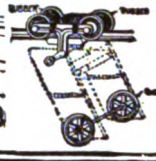
F. E. MYERS & BRO., Ashland, O.



STORE LADDERS

NOISELESS.
CUSHION TIRE.
Best and Most Complete in the Market. Write for Descriptive Circular and Prices.

MFRS.
Pumps, Hay Tools, Barn Door Hangers, &c. Largest and Best Line in the World



SHELF BOXES
TO ORDER

HENRY H. SHEIP MFG. CO.
Columbia Ave. and Randolph St., Philadelphia, Pa.



SEND FOR No. 22 CATALOGUE
Coburn Trolley Track Mfg. Co.
HOLYOKE, MASS.

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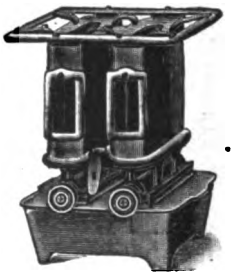
The Taylor & Boggis Foundry Co.

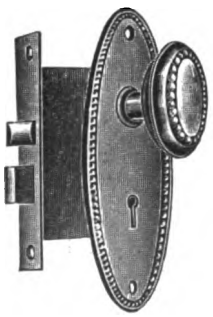
CLEVELAND, OHIO

MANUFACTURERS OF

LIGHT GRAY IRON CASTINGS, BUILDERS' HARDWARE

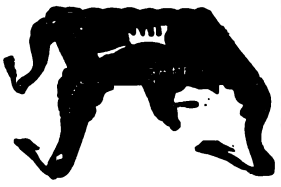
Dampers, Damper Clips, Oil and Gas Stoves, Furnace Lamps, Molasses Gates, Letter Boxes, Hardware Specialties.

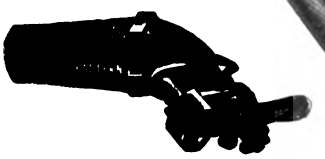














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WORK BENCHES



No. 1

Are you getting your share of the Trade on Benches for Home, Shops and Manual Training Schools?

Demand is increasing all the time—Good profit bringers—and help sell tools.

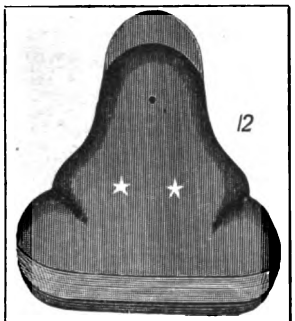
Isn't it worth while to keep posted? Better send to-day for Catalog.

BENCHES, HAND SCREWS, TRUCKS, CLAMPS

Grand Rapids Hand Screw Co.

914 Jefferson Avenue, Grand Rapids, Mich.

LARGEST BENCH MANUFACTURERS IN THE WORLD



No. 12—1 inch. No. 13—⅞ inch.

ROCKING CHAIR TIPS

FOR THE SHARP ENDS OF ROCKING CHAIRS

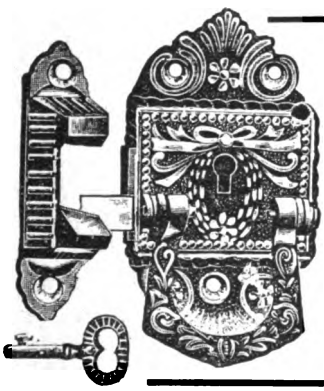
They give absolute protection to furniture and base boards, preventing them from being marred or injured by the ends of the *rockers.*

We make many little specialties of rubber.

SEND FOR CATALOG

ELASTIC TIP COMPANY

370 Atlantic Ave., BOSTON, MASS., U. S. A.



Carry in stock a complete line of

REFRIGERATOR TRIMMINGS
BUILDERS' HARDWARE
BOX and CHEST TRIMMINGS
COAT and HAT HOOKS, Etc.

WRITE FOR CATALOGUE

Special Goods Made to Order

BRASS GOODS MFG. COMPANY

BROOKLYN, N. Y.

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MANUFACTURERS OF

COTTON



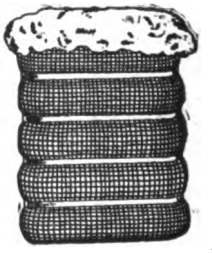
TWINES, MOPS, WASTE

WICK, SASH CORD, AND CLOTHES LINES



ESTES

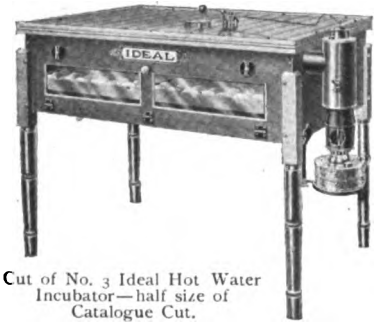
MILLS



NEW YORK OFFICE: 97 Warren Street
Telephone: 3511 Cortlandt

Fall River, - Mass.

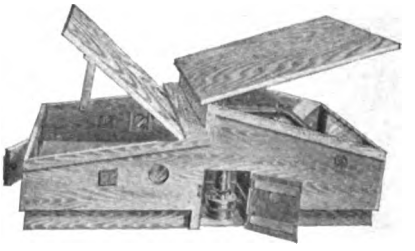
Incubators and Brooders



Cut of No. 3 Ideal Hot Water Incubator—half size of Catalogue Cut.

A PROFITABLE LINE FOR HARDWARE DEALERS!

Cut of No. 3 Ideal Brooder—half size of Catalogue Cut.



WE have a proposition that will interest every hardware dealer to handle Incubators and Brooders. Our line is **extensively advertised and easy to sell.** Simple and easy to operate, and sell themselves if placed where they can be seen by your customers. **Incubators** are no longer an experiment, but **are just as necessary** in the raising of poultry **as a plow on a farm.** Send for our catalogue and our prices to dealers. You will surely be interested.

J. W. Miller Company

Manufacturers of High-Class Standard Incubators and Brooders.

Box 118, Freeport, Ill., U. S. A

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SILVER LAKE

Our Name is Stamped on the Cord

SILVER LAKE SASH CORD

RECOGNIZED STANDARD SINCE 1868

Warranted to give satisfaction when used with weights and pulleys recommended in our catalogue
Made in all sizes, varying by 32ds of an inch in diameter.
Braided on our own machines by the most experienced workmen.
Made from selected stock, free from waste and imperfections.
Hard braid and smooth finish make its appearance and wearing qualities the best.
Our name stamped on every foot of the cord itself makes identification easy.
Silver Lake Braided Cord is guaranteed in every particular.
Compare these few features with ALL the best points you know of other sash cords and see how we stand.
Write for Catalog B. It contains valuable information regarding our braided cord.

THE SILVER LAKE CO.
78 Chauncy Street, BOSTON, MASS.



"Columbian" and "Eureka"

Manila and Sisal ROPE



ON EVERY COIL

Transmission and Hoisting Rope
Oil Well Cordage
Hay, Hide and Bale Rope
Tarred Lath and Fodder Yarn
Jute and American Hemp Twines

Columbian Rope Co.

Auburn, New York

New York City Office: 62 South St.

Agencies in All Principal Cities

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Dealers Can Make No Mistake in Ordering the

LITTLE GIANT FLOOR SCRAPER



for their trade, as we guarantee the machine to give satisfaction. If your Contractor customer has floors to finish, order a Little Giant for him on trial. We pay expenses both ways if not satisfactory.

You Should Carry the "Little Giant" in Stock

Write us at once for special terms.

HURLEY MACHINE COMPANY

113 So. Jefferson St. CHICAGO

1010 Flatiron Bldg. NEW YORK

75 Per Cent. Profit

in the sale of

Reliable Incubators and Brooders



Best by 26 Years Test — You Run No Chances

Made to Hatch

We send you an Incubator and a Brooder on 60 days' time. Place them in your store and see how easy it is to sell them.

THIS PROFIT IS YOURS

Write for Full Details and Our 1908 Catalogue

Address

Reliable Incubator and Brooder Co.

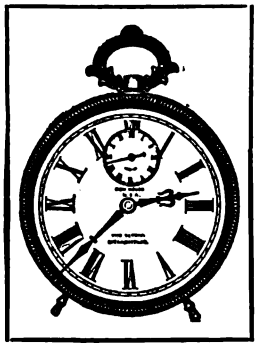
Box 700 QUINCY, ILL.

THE

TATTOO

(Trade Mark Registered in U. S. Pat. Office, Aug. 29, 1905)

A GOOD TIME-KEEPER



A CERTAIN ALARM

4½ Inch Case

ALARMS INTERMITTENTLY ON A 4-INCH BELL-METAL GONG ON BACK

Write for Prices

Dept. S

THE NEW HAVEN CLOCK CO.

NEW HAVEN CONN.

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C. G. Hussey & Company
PITTSBURGH, PA.

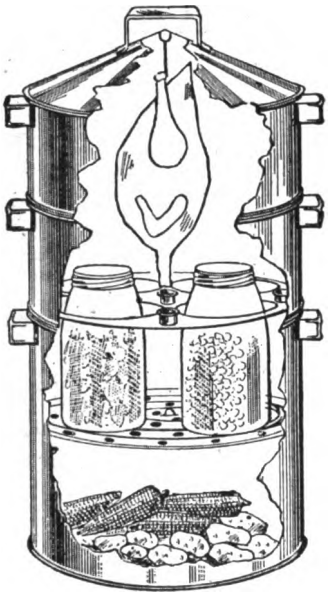
Manufacturers of

COPPER

.... IN

Sheets - Plates - Rolls
Copper Nails and Tacks
Copper Gaskets.

Combination Steam Cooker, Milk Sterilizer and Fruit Canner



Scientific, Sanitary, Simple and Satisfactory. Endorsed by the leading Dietetions and Cooking Experts. Appeals especially at this time to the large medium class, as price is adjusted with a view to larger sales.

THE GEM MFG. CO.
Chelsea Station Boston, Mass.



A GREAT MONEY MAKER

Cooking a meal for eight people over one burner on any kind of a stove.

Ohio Combination Steam Cooker and Baker

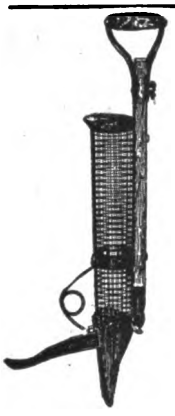
The Ohio Cooker is being advertised in magazines having a circulation of over ten million women, who are interested in a kitchen device that will save kitchen drudgery, reduce their fuel bills 50 per cent., and save as much more in time, labor and provisions. It cooks all articles of food deliciously, and makes tough meat tender.

Our magazine advertising is bringing thousands of inquiries from all over the country. All inquiries where we have local dealers are referred back to the dealer. Handsome display cards are furnished, together with a fine electrical display stand, also a supply of literature.

A handsome 48-page catalogue and discounts mailed on request.

Do not fail to write immediately, and secure the agency for this great money-maker. Address

The OHIO COOKER COMPANY
516 Jefferson Ave., Toledo, O.



American Standard One Hand Rotary Disc

PLANTER "The Old Reliable"

Easily Operated by a Boy or Girl

Fitted with Sheffield's famous adjustable "seed disc," which rotates similar to the disc in a horse planter.

Especially adapted for planting field corn and beans, although used for various other seeds and grains.

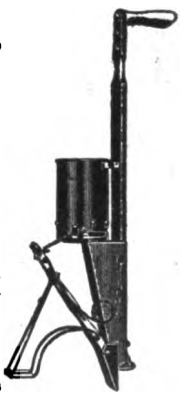
Sold in 46 States and Territories of the Union; also 13 foreign countries.

SHEFFIELD POTATO PLANTER

The best features of all others combined in this planter. The handle is adjustable to the height of the operator. The jaws and points are superior to any other.

Send for Descriptive Circulars and Prices.

SHEFFIELD MFG. CO., Burr Oak, Michigan, U. S. A.
The Largest Makers of this Class of Goods in the United States



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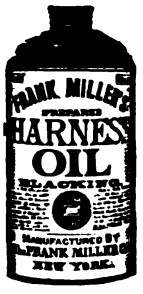
OLDEST ESTABLISHED 1838 LARGEST

THE FRANK MILLER Co.

Manufacturers of the Preparations for Use on Harness Known as

"THE STANDARD OF THE WORLD"

Highest Awards, Centennial, 1876
Highest Awards, World's Fair, 1893



FRANK MILLER'S

Harness Dressing



HARNESS OIL.

Preserves and softens the leather, consequently adds life. Compounded with pure neatsfoot oil.

The very best article of its kind. Unequaled for use by both manufacturer and owner of harness.

I. X. L. HARNESS OIL.

Second in quality only to our Frank Miller Harness Oil. Superior to all others.



Carriage Top Dressing.

Gives an elastic, durable water-proof gloss and is positively safe to use on finest stock.





AXLE OIL.

Superior to Castor Oil; lasts longer and will not gum.



HARNESS SOAP.

Unrivaled for cleaning and softening the leather, absolutely pure.

EDGE, COLLAR AND HARNESS INKS





Our preparations are uniform in quality and the quality the best.

The Frank Miller Co.

OFFICE AND FACTORY:
349 and 351 West 26th St., NEW YORK, U. S. A.

EUROPEAN OFFICE:
Tower Chambers, Moorgate, LONDON, E. C.

Send for Price List and Catalogue.

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IT'S ONE OF THOSE USEFUL LITTLE ARTICLES

SAMPLE PROVES IT

STRAWBERRIES

hulled with the **NIP-IT** huller are neater for the table—the fruit never gets crushed. No stained fingers, no seeds under nails, and so easy and quick! Only 5c. Will last forever. Ask your dealer for the **NIP-IT** or send 7c. stamps,

WINDSOR STEPHENS & CO., Waltham, Mass.

Price Protects the Dealer

SHALL WE SEND YOU ONE?

THIS ADVERTISEMENT WILL APPEAR IN

Pat. Dec. 18, 1906



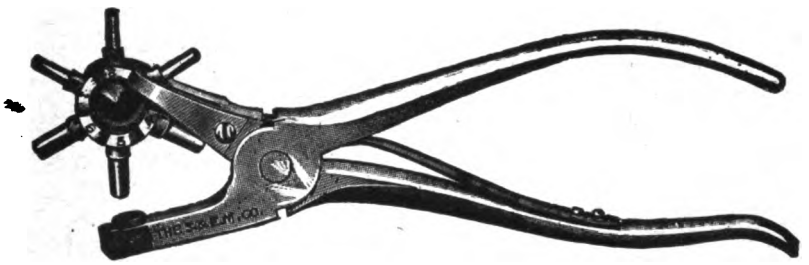
The LADIES' HOME JOURNAL,
WOMAN'S COMPANION,
MODERN PRISCILLA,
GOOD HOUSEKEEPING, Etc.
FOR APRIL, MAY AND JUNE

Order the **NIP-IT** Trade-Mark Reg. U. S. Pat. Office of YOUR JOBBER

Patentees and Manufacturers:
WINDSOR STEPHENS & CO., Waltham, Mass.

"WITHOUT AN OUT"

Revolving Belt Punches



TUBES FOR REVOLVING PUNCHES



Write for Catalogue of HARDWARE SPECIALTIES

THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

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The Buffalo Mfg. Co. Buffalo New York

Manufacturers of

High Grade Standard Metalware

Water Filters, Chafing Dishes, Water Coolers, Coffee Extractors, Table Kettles and Stands, Cuspidors, Wine Coolers, Nursery Chests, Baking Dishes, Candlesticks, Crumb Trays and Scrapers, Tea and Bar Urns, Coal Vases and Hods, Bath Room Fixtures, Match Safes, etc.

Free Catalogue to the Trade

Correspondence and your BUSINESS is very respectfully solicited

Branch Offices: 18 Warren St., New York.
1430 Arapahoe St., Denver, Col.
40 Dearborn St., Chicago.
352 Washington St., Boston, Mass.
51 Yonge St., Toronto, Canada.
And London, England.

STARRETT TOOLS

CATALOG Nº 18

THE L. S. STARRETT CO.
ATHOL, MASS.
U.S.A.
NEW YORK, CHICAGO, LONDON

A New Catalog

232 Pages. Over 300 Illustrations. Lots of New Tools

THIS is the newsiest, handsomest, most convenient and most complete tool catalogue ever issued. Arranged and printed for the special convenience of busy hardware dealers.

Ask for Catalog No. 18X

The L. S. STARRETT CO., Athol, Mass., U. S. A.

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FLOOR TOOLS OF MERIT
FOX FLOOR SCRAPERS





The FOX No. 1

Dealers make good money handling our line. Get your share of the business by canvassing your building trade.

Why not put a line of FOX FLOOR SCRAPING TOOLS in your show window and let us refer inquiries to you—we prefer to sell through the dealer—and have planned an aggressive campaign of advertising for the coming season. Thousands of dealers are taking advantage of this advertising—why not you?

The greatest LABOR and MONEY SAVING carpenters' tool on the market. Built on right lines, simple in construction, easy to operate and does perfect work. Will save its cost in a couple days work and last a lifetime.

Every carpenter needs the FOX No. 1 FLOOR SCRAPER.

Write us for prices and advertising.



THE FOX CABINET SCRAPER

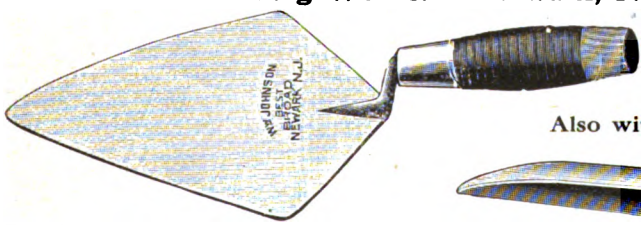
THE HANDIEST WOOD FINISHING TOOL ON THE MARKET. The body slides on the floor, insuring a cut of uniform depth. Blade fastened with a handy clamp—can be adjusted or reversed in a second's time—works equally well in a horizontal or perpendicular position Never leaves waves. Unequaled for floor, cabinet and bench work.

FOX MANUFACTURING CO., 185 Second St., Milwaukee, Wis.

ESTABLISHED A. D. 1830

WILLIAM JOHNSON

Hedenberg Works. Newark, New Jersey



No. 186 P. Philadelphia Pattern Handle

Also with regular Handle.



LEATHER HANDLES

HIGH GRADE FORGED STEEL GARDEN TROWELS

Made as Brick Trowels are.

High Grade Special Extra Broad Brick Trowels

Made on Suggestions of Masons and Bricklayers

Have large sale wherever introduced

All styles of Brick, Pointing and Plastering Trowels. High Grade Garden Trowels of several kinds.

I also make Spokeshaves, Screw Drivers, Registering Calipers, Outside, Inside and Double Calipers; Pattern Makers' Pinch Dogs, Tack Claws, Extension Leg Dividers, Wing Dividers, Conductors' Punches, Revolving Punches, Spring Punches, Belt or Saddlers' Punches; Masons' Brick Jointers, Gas Pliers, Cold Chisels, Cape Chisels, Plumbers' Tools and many other Mechanics' Tools.

Send for Catalogue and Prices.

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THE REVOLVER.

From an article in the Technical World Magazine July 1907

re-
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with
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yet
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sing-
size
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any-
thing
un-
on-
and

This is an Iver Johnson Revolver



THE BEST ALL-AROUND REVOLVER.
It has double action, with .32 caliber, and hammer. It is perfectly safe, of sufficient accuracy and shooting force, and small enough to be carried in the pocket with comfort. It is impossible for the model pictured to be discharged unless the trigger is pulled all the way back.

hammerless; single or double action;

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For testimony as to the "all-around excellence" of the Iver Johnson revolver, we refer you to the unsolicited and impartial statement above.

The *Iver Johnson Safety Automatic Revolver* is *so* safe that it can't be discharged, *unless and until* you pull the trigger. It can't go off before that time even if you drop it, throw it down, kick it around, or even

HAMMER THE HAMMER

When you *do* pull the trigger, there's no doubt about the result. You hit your mark and hit it hard.

The Iver Johnson goods are never given away as premiums. They are always sold in the regular channels. We advertise them in the big magazines and sportsmen's periodicals, but never sell one by mail where there is a dealer to supply it. And we stand back of the dealer with a guarantee. Be sure to find the Owl's head on the grip and our name on the barrel. Send for Dealer's Catalogue or order of your jobber.

Hammer the Hammer
Accidental Discharge Impossible

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Consult BUYERS' REFERENCE TO ADVERTISEMENTS on Last Pages.

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HARDWARE DEALERS' MAGAZINE

APRIL, 1908

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THE ONE PURPOSE OF BUSINESS

There is an interesting observation recorded in a recital of experiences elsewhere in this issue. It calls attention to a fact so patent that it should never be overlooked, as it sometimes is. The fact that the one object of business is to leave something in the till or on the books after the cost-price and the expenses have been deducted from the selling price. This, of course, is as true of the factory as of the store. There is a crude proposition at times brusquely advanced by exploiters of the less advanced forms of commerce that "We are not in business for our health." Men embark in various forms of occupation for fancies, fads or philanthropies, but when they go into the manufacturing or mercantile business, it is for one purpose only—to make money. All these endeavors should have that one purpose in view.

No concern is so large or prosperous that it does not need the constant watchfulness of some responsible party to prevent unnecessary expenses from creeping in, and to add such as will aid in producing a larger proportion of profit. The expense account is a fungus growth if left to itself, and one difficult to reduce after being once established. No merchant can afford to forego such expenditures as will increase trade nor can he afford to add those that do not increase trade. Plate-glass windows are an advertisement in the front of a store, but the common panes are good enough for the rear. This principle will bear application in a great many directions. No one would for a moment encourage cheapness, shabbiness or a niggardly policy. But expenditure without due thought is to be avoided to the extreme of caution.

The factories seem to be applying this principle in a thorough and systematic manner. In recent issues of the Hardware Dealers' Magazine there have appeared elaborate expositions of these systems in a number of the larger factories. Not only was the total cost of the finished article shown, but also its cost at any given point of manufacture. Where this course is followed, there is not much danger of doing business at a loss. No factory, however small it may be, can afford the risk of leaving the most important of its sources of knowledge, clogged by indifference or lack of system. Not to know the exact cost, leaves the selling price to become a matter of guesswork. It is a question how many jobbing and retail houses can stop a given article at any moment of passage through their establishments, and place a finger on the cost incurred at that moment.

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Mr. Moore Quite Optimistic

"From my experience and observation," remarked Charles A. Moore, president of Manning, Maxwell & Moore, the machinery manufacturers, "and from reports received from the managers of our branches and our salesmen, I am firmly impressed that the present depression is of only a temporary character. When one sees how comparatively few failures or business difficulties haye developed in the industrial line with this sudden congestion of business, it furnishes the most positive argument that we were not overdoing our business to such a degree as a great many at first thought. With the enormous resources of this country, its almost phenomenal growth and population, its great needs for everything required in the developing and building up of a comparatively new and growing country, with magnificent crops commanding good prices, and the people in a fine and healthy condition, it does not seem possible that we can remain at a standstill for any long period."

An Eye on the Women

In the springtime it is judicious for the salesman in a retail Hardware store to keep a close-eye on the women; not for personal reasons, but because of the trade to which they may be persuaded—especially in suburban or country stores.

The women, at this season of the year, engage in a great deal of outdoor flower growing, and in many cases in actual gardening. They need trowels, shears, watering pots, wire baskets, arches and gardening gloves—even hoes, spades and garden hose at times. It would seem to be the part of wisdom to display such goods just now where women customers can see them and as occasion offers to politely and artistically steer them up against them.

Hardwaremen Elected

The Hardware trade of New York City was especially recognized in the recent election of officers of the Merchants' Association of New York. Henry R. Towne, president of the Yale & Towne Mfg. Co., was elected president for the coming year, and Gustav Vintschger, president of Markt & Co., was selected for treasurer. Mr. Towne has been an active worker of this important body, and has served on a number of its most responsible committees. At this annual meeting the association urged upon Congress the creation of a permanent tariff commission, citing the following as the advantages to be gained: "First—The intelligent, thorough, and unprejudiced study of facts. Second—The development and enlargement of our foreign trade. Third—The accomplishment of this by reciprocal trade agreements, based on maximum and minimum schedules. Fourth—The adjustment of the tariff schedules so that they shall affect all interests favorably and equitably, without excessive or needless protection to any."

Hardware Education in Philadelphia

To the Editor:

In your issue of March, a writer who suggests more than he says, bears tribute to the beneficial effects following a Hardware education in Philadelphia. He shows that if you desire to take the raw material of boyhood and work it over into the substantial, polished and successful man of business, the best place in which the transformation can be effected is in one of the splendid man-factories of the city of Brotherly Love. Selah! I agree!

For the higher elements of business success; for nobility of character, broadness of view and acceptance of the rights of others, I challenge any city in the United States to show results as compared with those achieved in Philadelphia. The heads of her great Hardware stores and factories are men who exhibit the highest forms of manhood. Run them over in your mind. Where could you find a better lot? How many cities could produce their equals? I do not need to name them. You know who they are.

The young man in the article above referred to achieved his business education in Philadelphia. That he should achieve success elsewhere was a foregone conclusion. For Philadelphia not only teaches honesty as the basic element of success, but inculcates modesty, enterprise, push, broadness of view, and a belief that others have rights equal to one's own. Yours truly, A TRAVELER.

Lancaster, Pa.

The Folly of a Scare

To the Editor:

I have passed through a number of presidential elections in my sixty-three years of life, and have been a manufacturer for a third of a century, nearly, of a line of Hardware that feels a slump as suddenly as any of them, yet out of my observation and experience I am led to decry that form of cowardice that would cause one to lose confidence, because it happened to be "presidential year."

What if 1908 happens to be one of those years? Why should that delay or curtail business? Cannot the country be trusted to take care of itself? Are not things to be all right in the end, if we only keep our heads on our shoulders and go about our business? I for one am not alarmed, because I have seen the folly of presidential scares. The country is not going to the dogs, no matter who may be elected. Truly yours,

A HARDWARE DEALER.

A Hardware dealer of long experience ventures this sage remark: "It is better to fight a cut line by cutting the same line than to slash away on some other line."

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THE CHEERFUL PROMISE OF THE SPRING

REPORTS FROM JOBBERS

Not Many Notes of Discouragement, but Rather a Tuneful Chorus of Expectancy and Hope—People Must Have Goods, and Seem to be Sensible of the Fact—There Is Indicated No Special Lack of Money, and Stocks Are Being Replenished in All Directions.

With the coming of spring there appears to be a reasonable return to cheerfulness. The hardware jobbers who discuss present and future conditions in the communications that follow, appear expectant of a good spring trade, and of a reasonably good year. Some points of information and suggestion are given that it may be wise to heed; especially such as lead toward courage, confidence and faith. On the whole, things are far better than they might be.

Trade Good in Cleveland

By C. B. Lockwood,

Lockwood-Taylor Hardware Co.

All things considered, trade is very good, but anticipated improvement is delayed. Some people believe the rumor that a few of the men who control the railroads are planning, by reducing wages, to secure a monumental strike as a political scheme. That would be desperation gone mad. It would demand a big discount on human nature to believe it, but people are on the lookout for tricks. The interest of stockholders has not always been protected when the personal interest of managers intervened, but to put these interests in jeopardy for spite would be a new manifestation of frenzied finance.

"Let me in or I will smash things" may have been common in high finance, but "let me alone or I will smash things" is equivalent to "hold up your hands or I'll shoot." Some people seem in doubt which the country will choose—to make it easy to evade the law, or by heroic measures make it hard. Until this is settled, waiting will be in order, but waiting may not be wasting time.

Compromise seems impossible. The nation will soon be called upon to decide which. Shame and disgrace or honor and prosperity will be the result of its decision. The country is so financially sound that business will continue at a fair rate, and when it becomes settled that the voters favor a fair deal and equal opportunity, the world will have renewed faith in popular government. Everybody claims to believe in reform, but some of them want it done without interfering with their business.

Omaha, Nebr.

By E. P. Berryman,

Lee-Glass-Andreesen Hardware Co.

Financial depression does not seem able to check the growth in our western localities, and particularly is this true in regard to Omaha and immediate vicinity. Records show an increase of 8½ per cent. for January and February over 1907 in building permits issued. In addition to this, we have an excavation being made for an eight-story 132 by 264 feet warehouse, and another 66 by 132 feet. Climatic conditions were never better in this territory for the outcome of winter wheat and spring work; with these predictions we must be encouraged. Dealers stocks seem to have been run down the past four months judging by numerous orders reaching our desk, and we are so busy ourselves trying to supply our stock to meet the demands, that we are not worrying about the financial system. Our banks show the only white spot on the map as relates to financial conditions, and are free to extend credit at a better rate of discount than can be secured at eastern financial centers. We always save time enough to acquaint ourselves with all the new features of the trade that your valued magazine offers from time to time.

Philadelphia, Pa.

By J. S. Bonbright,

Supplee Hardware Co.

Our feeling expressed in former statements on the subject of business conditions is in no wise changed. We believe the situation has considerably improved, and the strength of the market is shown by the fact that so little decline has occurred in general values. We are encouraged by the fact that having held out this far, we shall doubtless go through the brief interval between now and the end of spring, with the consequent activity resulting from our farmers getting to work, without any further slump in prices, and thus escape the most disastrous after-effects which have followed other panics, due to the attempt to crowd goods on the market by making lower figures.

It is interesting to hear the comment by both merchant and manufacturer that trade cannot be stimulated by cutting prices, and we believe there never has been a time of depression when there was so little recourse made to unwise price cutting as there has been in the past three months. No doubt the wise words of Mr. Baackes at the National Hard-

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ware convention in Atlantic City, warning us all against this very thing, has been the cause of averting this evil to a large extent, and the subsequent action of the large producers of steel, in their various meetings, has greatly helped to prevent a panic in the real values of commerce, such as occurred in the fictitious merchandise of the stock exchange.

We see no reason to be otherwise than hopeful of a year that will be fully up to the average of the past four or five.

Grand Rapids, Mich.

By J. J. RUTKA,
Clark-Rutka-Weaver Co.

We feel considerably encouraged because we believe that business is improving slowly but steadily. Everybody is feeling much better than they did some time ago. Dealers' stocks are not especially run down but they are not heavy, and while we do not believe they will place their usual large spring orders, they will have to replenish from time to time. Consumers are beginning to buy a little more freely and collections are fairly good.

In reference to the bettering of financial system, we are hardly in position at present to give our opinion. Our banks have been exceedingly fair and they have been disposed to aid wherever aid seemed necessary. It will take some time yet to right everything, but there is no question but what an improvement is steadily going on.

Encouraged in St. Louis

By S. NORVELL,
Norvell-Shapleigh Hardware Co.

You ask: "Are you encouraged, and why?" We were never discouraged. What came to this country was due, it was expected, and it was not quite as bad as we thought it would be.

Our February business was just about the same as last year, but a good many spring shipments went out in February this year, which were not shipped until March, last year. Therefore we are afraid we have robbed March. If retailers have done any business at all, their stocks must be running down very low. If there is any spring business they must replenish.

We are looking for a very fair late trade. Business this year we expect will be considerably later than last year. Merchants have bought very conservatively of spring goods. Some have not bought at all. The demand will fall upon the jobbers at a time when the goods are actually needed by consumers. Those jobbers who are prepared to take care of the business will fare well, but we seriously question—if a large late demand does come from the trade—whether the jobbers will have stocks on hand to take care of it. Jobbers also have been careful and conservative.

The danger of spring business is the weather. Jobbers must take chances on unseasonable weather. If it is wet we sell lawn mowers. If it is dry we sell rubber hose. A good hose year is never a good lawn mower year. If it is wet the roads are bad, and this affects the bicycle business. If it is dry, tire bolts fall out and this helps the bolt business. When there is a very dry season, nobody has enough rubber hose, and when there is a wet season no one has enough lawn mowers. Other lines are affected in the same manner.

Business in the large cities where there are manufacturers, machine shops, and also in sections where there is mining, has not been and is not good. Many wage earners have been laid off in such places.

Business in towns depending upon the farmers' trade has been fairly good. At a recent meeting of the Missouri Hardware Association in St. Louis, most of the dealers present told the writer their business was equal to last year, and in many cases they said it was better.

The condition of business to-day is very "spotted"—good in some sections and bad in others. In Texas, for instance, business has not recovered. On the other hand, in Arkansas, it has been quite satisfactory. For some reason there is quite a little complaint from Indiana while, on account of good crops, business in Illinois for the first two months of this year has been better than last.

Collections are what we would call "fair"—normal from some sections and behind in others.

Atchison, Kan.

By A. J. HARWI,
A. J. Harwi Hardware Co.

The situation at this time is not so rosy as it was six months ago. Ever since the financial flurry, the dealers all over the territory tributary to this market have been buying very conservatively, from hand to mouth so to speak. Their stocks are running low, and the policy seems to be to keep them low. There is a growing feeling that prices on almost all lines of goods will decline during the coming year, and it has never been quite as difficult to take large orders as it is right now. In consequence the business now compares a little unfavorably with that of last year.

But there is no doubt that when spring weather comes, business must improve, for the country certainly has every element of prosperity. It is only a lack of confidence in prices that is causing this conservative trading at this time. The prospect for a good wheat crop is excellent and should it materialize as it now promises, there is every reason to believe that the last end of this year will show a vast improvement over the trade at the same time last year.

The people in the west would much like to

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see Congress pass a law providing for the guaranteeing of deposits in the national banks. This would force the State Legislatures to enact similar legislation, and would do more to infuse confidence into the depositors than anything that could happen. This matter of guaranteeing deposits should not be made a political question, but should be supported by our lawmakers, irrespective of party. It looks at this time as though Congress would do nothing to aid in restoring confidence.

The deposits in the banks in this section are growing rapidly. The reserves are larger than ever before, and it will be but a short time until the banks will lend more liberally than they are doing now. Notwithstanding the fact that the banks are very conservative, collections have been remarkably good, and taking it all in all, we cannot see that the outlook is altogether dark.

Youngstown, Ohio.

By P. J. THOMPSON,
Stambaugh-Thompson Co.

We feel encouraged as to the outlook for the spring of 1908. Our business for February equaled that of February, 1906, and collections are fair. Youngstown is the center of the iron industry, and as the mills are all working at the present time, we hear little complaint except from merchants who loaded up too heavily last fall. We find that there is a tendency for the country stores to run their stocks down as low as possible, consequently there are lots of "pick ups" and "fill in" orders, though "futures" are scarce.

There are a number of improvements projected for our district, and it looks now as though the building trades will be steadily employed throughout the summer. There will be considerably less road building, paving and concrete work done so that laborers will be plenty. In fact, it looks as though the hordes of foreigners who left here last November were wiser than they knew. Things are not half bad and when the good spring weather sets in, with lots of sunshine and good air, we think that all will take heart again, and that the late unpleasantness will soon be forgotten.

Portland, Ore.

By W. O. HAINES,
Failing, Haines & McCalman.

Two and a half months of the year have passed and business conditions have improved beyond the expectations of most people. We find that the Hardware business is developing very rapidly, and there seems to be no reason why we may not expect a good year.

Retailers' stocks throughout the country are now run down and they are beginning to replenish; jobbers' stocks in this territory are likewise depleted and considerable ordering will be done within the next sixty days. Consumers are feeling much more cheerful over the condition of affairs, as can easily be seen from the large volume of building permits which have been issued in this city and the general condition of business throughout the State.

Our exports for January and February were about three million dollars for each month for grain alone, Portland shipping more than all Puget Sound points put together. This wheat movement gives money to the farmers and has created a very optimistic feeling as to the future.

While many of our customers failed to discount during the depression, we now find that many of them are again in position to discount their bills, and while the proportion is not as large as it was previous to October, yet we fully believe that by the middle of the year collections will be about as good as they were last year.

The only news which we hear from the financial situation is what comes to us from the east, where New York still seems to be the center of disturbance. What will be done to prevent the return of another financial crisis depends upon Congress, but just what action it is wise to take is a matter hard to say. There is no doubt but that some action should be taken looking toward elasticity in the currency, and there seems to be a general feeling that a government bank would, in many ways, best secure results.

In closing, we wish to assure your readers that Oregon was never in better condition, both for business and as a place to settle. People are coming to us from the other states of the Union, at a rapid rate, and our business must continue to grow with the influx of population.

Lynchburg, Va.

By O. B. BARKER,
Barker-Jennings Hardware Co.

There is very little change in general conditions in our territory. January showed an increased volume over December, and February an increase over January. As soon as the weather settles, we expect an increased demand, especially for farmers' supplies. Farmers are in good condition, their products are bringing good prices, and they are able to buy and pay for their requirements. The demand for railroad and mine supplies is still quite limited. The lumber interest is very quiet, but is slightly improved. When the spring opens up, and the roads get in good condition, we feel that we shall see a general improvement along all lines. Retailers' stocks are light, they having been quite conservative, buying only in small lots and for immediate needs.

The impression prevails that many classes of goods are too high, and that lower prices will rule in the near future. If the railroads could secure necessary funds, and resume im-

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provements, there would be a marked increase in the volume of business in most lines. Labor is plentiful and wages are lower. Collections are as good as should be expected under existing conditions. Banks are easy and comfortable, and are disposed to accommodate their customers. The indications are that money will become quite plentiful and cheap by the middle of the year. We do not think conditions warrant the expectation of a return to former prosperity; certainly not during the present year. We, however, look for a fair business throughout the year, and feel that business will be conducted on a sounder basis than during the past few years. The process of "weeding out" seems to be over, and business is settling down to a solid, substantial and healthy basis. We believe that the panic will finally result in good to the business world. Many corporations and individuals have suffered great loss during the past six months, but taking the country as a whole, the final outcome will prove beneficial. We feel that our legislators should take some action to forestall a repetition of the recent financial disturbance. We will not venture to outline how this should be accomplished. We think, however, that our country has ample and sufficient financial brains to inaugurate a currency plan which will prove to be the measure needed.

Boston, Mass.

By L. C. CARTER,
Dana Hardware Co.

Conditions are certainly better than those prevailing in January, and the outlook is for a fair spring business. The stocks in the hands of retailers are very low and need replenishing badly. We are receiving well assorted orders from day to day, but in small quantities, which are repeated from week to week.

We can find no fault with the average payments; some are behind more than usual, but the number is not increasing. We do not look for much development of new ventures in this section at present, but building operations in residential sections would pay as an investment. We see but little encouragement to be expected from Congress. If they were pulling together along the lines of our bankers, manufacturers and merchants, results would soon be obtained.

Encouraged in Manchester

By W. H. UNDERWOOD,
Manchester Hardware Co.

We are encouraged at the outlook. Retailers' stocks we think are as complete for this time of year as usual, but not overstocked as before, as the tendency is not to buy so far ahead. They are buying as they need. Hence trade is steady, but not quite the usual volume. Locally, conditions are better than are some others, judging by reports. Our industries are textile and shoes; the former is particularly strong in finances and management and although restricting output have not reduced wages. Savings bank deposits have grown largely in this state and the consumers are readily paying cash for their needs.

Salt Lake City, Utah

By THOMAS G. WEBBER,
Zion's Co-Operative Mercantile Institution.

We are encouraged because the worst is over and liquidation is going on to be succeeded by a gradual restoration of normal conditions. Retailers are cutting down stocks already on hand, rather than buy others they cannot pay for. They will replenish when they can dispose of grain and produce on hand from last season from the market from which they were cut off. Consumers did not lose heart and see no occasion to.

Our section is developing and never had better prospects. And lands are being reclaimed and are yielding most bounteously. Mines are being discovered of great wealth. Railways are being extended. Many buildings are projected and in course of construction. Farmers are prosperous, and generally speaking there is work for all who will. Business is satisfactory. Few failures comparatively, and those with a capital of less than $10,000, as a rule. The West is buying right along, but conservatively. What remedy is needed for the bettering of our financial system? A safe and more elastic circulating medium. Congress should enact legislation to enable banks to issue more currency and retain in their own vaults or within their own control, a larger percentage of available reserves.

American Machine Tools

Captain Godfrey L. Carden, an expert on the subject of machine tools, who is now investigating the opportunities for their increased sale abroad, writes from Germany as follows: "The outlook for American machine tools in this territory depends, as it always has, on the merits of the machine. The American manufacturer who has not heretofore attempted to negotiate the European market will find that the German shops are turning out many tools which for ordinary shop work serve the purpose as well as the average American tool, and unless the German can buy the American machine tool much cheaper he may be expected to patronize his own market. But it is a fact that the majority of our American manufacturers can undersell in German territory the German tool manufacturers, and this despite the lower wages paid here. This condition is due to the American policy of specializing and to a higher standard of shop efficiency which so many of our plants have attained."

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The Sleep-Walker's Cure

"Doctor, I came to ask you if there is no remedy for somnambulism?"

"Do you really walk in your sleep?"

"Yes, I have been a somnambulist for the last two years."

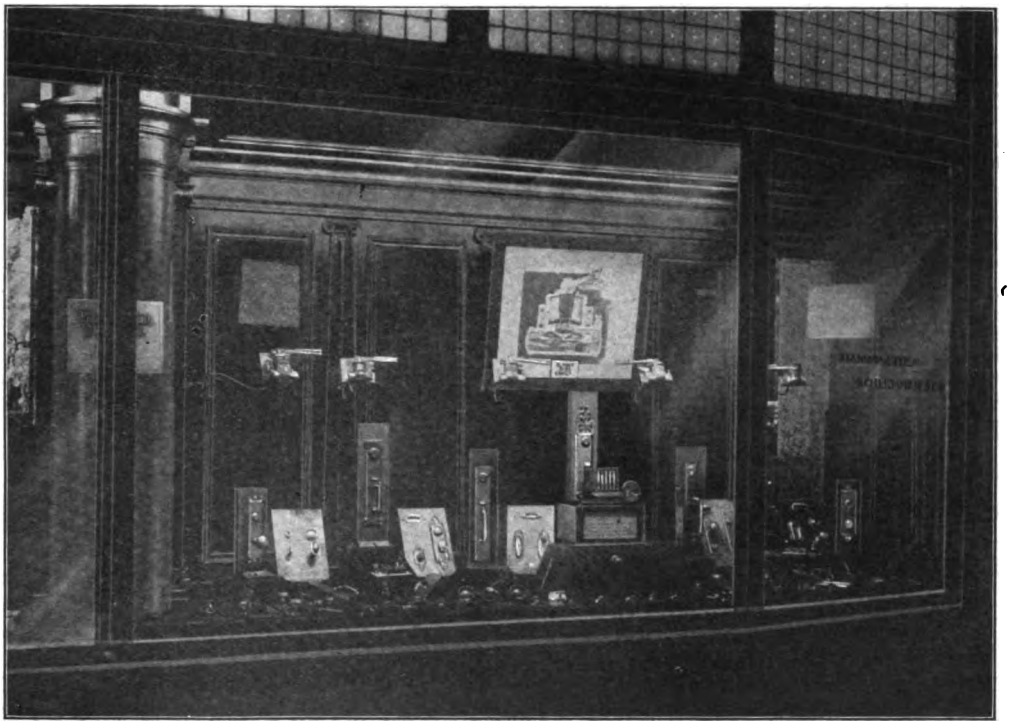
"Oh! that can be cured. Just take this prescription to a Hardware store."

"A hardware store! You mean a druggist's, don't you, doctor?"

"No; I mean just what I say. This prescription is for a parcel of carpet-tacks. Take two teaspoonfuls before bedtime, and scatter them on the floor. Two dollars, please."

A Builders' Hardware Display

Hammacher, Schlemmer & Co., Fourth avenue and Thirteenth street, New York, have four windows similar to the one illustrated. These windows are handsomely finished with hardwood inlaid floors and mahogany backs. They compare favorably in elegance with the best windows of the New York department stores. Recently a Builders' Hardware display was made, as shown herewith. A plum color velour cloth covered the floor. The raised platforms are rough boxes of proper shape placed under the cloth. The contrast between the items of bronze Hardware and the dark cloth is very pleasing. The use of the cloth facilitates the dressing of the window. In the center is seen a new electrically operated mechanical display showing an enlarged cylinder of a "Yale" pin-tumbler lock. The key travels out and in, showing the action of the tumblers, the rotation of the plug, etc. A more detailed description of this moving key display with larger illustration will be given in a later issue. Scattered about the window were samples of Lock sets, Locks, Door Checks, etc. The display is the work of Mr. Schember.



Builders' Hardware Display by Hammacher, Schlemmer & Co., New York.

During a recent investigation on the part of the Canadian authorities, it developed that parts of their standard rifle used for the Canadian army were coming from the United States. Every part of the gun, it is stated, was supposed to be made in Canada or imported from England. The steel for the barrels comes from Pittsburg, some forgings from Hartford, and over fifteen parts are made in Attleboro by the Frank Mossberg Co.

Evans Nelson, president of the Lawson Mfg. Co., Chicago, Ill., died the 4th ult., after a brief illness. He came to this country thirty-two years ago and has been connected with the company ever since its organization, being elected president four years ago.

That advertisement is sure to be impressive which bases the claims of what the article will do upon what it is already doing.

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American Hardware in the Philippines

Milton E. Springer, of the American Hardware & Plumbing Co., Manila, Philippine Islands, furnishes the HARDWARE DEALERS' MAGAZINE with the following notes of interest in relation to the exports of American Hardware and allied lines:

"The manufacturers of iron and steel occupy next to the most important position in the list of imports into the Philippine Islands. Prior to American occupation very little of this business—in fact, none of it—went to the United States; but there has been a gradual increase of the proportion furnished by American manufacturers and in some items they have gained control of this market. In the heavier articles, such as pig and bar iron, iron sheets, etc., the United Kingdom continues to furnish the greater share.

"In steel rails, steel sheets and plates, wire, and wire cables the United States occupy first position. They are also supplying the greater proportion of builders' Hardware, and have gained second place on the list in cutlery; Germany, however, continues to supply nearly half of the total cutlery imported into the islands. All of the cash registers used here come from the United States and most of the electrical machinery.

"Practically all of the typewriting machines used are of American manufacture, while in miscellaneous machines and apparatus not otherwise classified, the United States comes first with $115,659, Great Britain second with $37,559, and France third with $37,002. The United States shows a strong lead in nails, especially those made from wire; also in pipes and fittings and scales. A considerable portion of the trade in manufactures of copper has gone to the United States since American occupation of the Philippines, but a majority of the manufactures of brass, and copper in bars and sheets, is still furnished by Germany and Great Britain.

"Under the head of paints most of the goods that are imported into the Philippine Islands come from Great Britain. The United States are third on the list, the imports from Germany exceeding those from the United States by about $2,000. There has, however, been a steady increase in the proportion furnished by the United States since American occupation. In varnish the United States contributes over four-fifths of the total imports and almost as large a proportion of the turpentine."

Grounds for Misunderstanding

The Hardware merchant or his clerk, who smokes in the store during business hours, is justified on the ground that the fumes of his tobacco may kill the germs in the nail kegs and on the andirons. Still, it would be just as well were he to explain this to his customers, some of whom may be averse to the smoke that reaches them from across the counter. It may remove their objections, on learning that this is a purely sanitary proceeding.

The practice of going without a coat in business hours, especially in the summer season, may be safely indulged in if confined to the warerooms or the lofts. The merchant or clerk who feels moved to relieve that oppressive feeling by going in his shirt sleeves, might put up a placard: "Am acting as porter for ten minutes of exercise. Customers who need me will please ring the bell." For there are customers who really think that a coat and a collar are needed adjuncts to a dignified business transaction.

It is no mark of laziness, perhaps, for a merchant or clerk to sit motionless on a nail keg or chair until his caller comes in and walks half the length of the store to discover him. Still, there are objections, on the ground that there may be misunderstanding. The customer may incline to the belief that the storekeeper is not discourteous, but merely patiently waiting for the appearance of the sheriff or receiver.

Practical Hardware Education

To the Editor:

To my mind the HARDWARE DEALERS' MAGAZINE, in its relation to the trade, can be summed up in these words: Practical! Practical! Practical! I have been minded for some time to say this much to you, but after going over the issue for March, it strikes me again so solidly between the eyes, that I have sat down and written this; written it so that you will know somewhat, from one at least, of the good work you are doing for the trade. Every page has something that a Hardwareman should know, and becomes a better merchant because he knows it.

Yours truly,

A RETAIL DEALER.

American Hardware Displayed

"An Australian Hardware store," writes an American in that country, "without American goods would lose much of interest to the average buyer." Among the lines of our Hardware which control there, or at least more than hold their own, are saws, axes, edge tools of all kinds, files and garden implements. Great Britain leads in imports in this line of trade, the United States second and Germany poor third. The writer adds that there seems to be no special prejudice in favor of England because she is the mother country, and unless she makes good, either in quality or price, she has no advantage over the Yankees.

The Hardware travelers of Great Britain are agitating an idea that seems to have their unanimous support. It is for an amendment to the law, making themselves preferred creditors whenever their employes shall go into bankruptcy.

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MANUFACTURERS ON THEIR TRADE

Reports from Leading Makers in a Number of Hardware Lines as to Present Conditions and Future Prospects—The Outlook More Favorable Than Might Have Been Expected—Wheels Are Turning, and Goods Being Called For.

The following reports from leading manufacturers regarding their special lines, have been made to the HARDWARE DEALERS' MAGAZINE. Summed up, their feeling is one of cheerful hopefulness:

THE LAWN MOWER TRADE.

Said a manufacturer of Lawn Mowers: "We expect to turn out as much material as we did last year, looking forward to a prosperous business in the spring. We do not think at the present time there will be any change in prices during the coming season, although next fall there is a bare possibility of things dropping back to the old schedule.

"We have attended several of the recent Hardware conventions, and at each one took a great many orders for our line of goods, and the attitude of the buyers at these conventions was such that we felt more confident than ever that a good season is ahead of us. As for the consumer, that rests with the kind of a season we have.

"Regarding the resumption of work in the factory, would state that we have no resumption for the reason that we have not shut down or even laid off our men, and the only results of the recent flurry were that the retailers were a little more conservative in their buying, whereas the jobbers look at it very much in the same light as we do, that if they place an order for a short stock and a good season presents itself, there would be with them considerable trouble in filling orders. Of course, goods in our line being a seasonable article, are no good practically a month late, for which reason we are stocking up to the fullest capacity of our plant, and should any one desire anything in our line this spring, there is no doubt but that they will have their orders promptly supplied.

"The mere fact that the principal decline this year that we notice being on the cheap grade of goods, more than ever prompts us to think that the coming season will be all that we could ask for."

FINE TOOL TRADE.

In regard to this line of goods, a maker said: "On competitive goods we find that there is very little disposition evinced by the manufacturers to change the prices, for the reason that there has been practically no change in the cost of material and labor. As regards raw material, there has been no change except in the price of copper rods and iron castings.

"The bulk of raw material used by us is bar steel, the price of which has not changed, and in our opinion it would be most unfortunate should the manufacturers of this material decide to reduce prices.

"Buyers as a whole seem to think that the time has come to demand lower prices, but so far as our observation has gone, manufacturers in our line are disposed to hold prices until there is some tangible reason for making changes.

"Our opinion of the general condition is that we have gotten over the worst part of the present depression, and that we may hope for improvement from now on, although we do not anticipate that we will enjoy prosperous times in less than twelve months. So far as we have been able to ascertain, all of the manufacturers in our line are in practically the same condition as ourselves, that is, we are running about two-thirds of the time and two-thirds of our employes."

THE GUN TRADE.

From a manufacturer: "At the present time we are running our factory with full force on regular hours in an endeavor to replenish our stock, which was completely exhausted last year. Just at the moment we observe a falling off in business, and a disposition on the part of the jobbers to order only for immediate needs, but feel confident that when the gun season opens, there will be a marked improvement in the trade conditions."

THE SAW TRADE.

A manufacturer of this line expressed himself as follows:

"In the first place our product has been curtailed about 33 1-3 per cent. This curtailment in production is owing entirely to the curtailment in business and we do not believe that it is wise at this time to anticipate the demand for goods in our line. We consider it a time for reducing our inventory item. As to possible changes in prices, as we see it there will be no changes in prices in our line during the present year, except possibly a few unimportant revisions from time to time as necessity occurs, but in the main the prices which have obtained during the last two or three years will continue. We feel that inasmuch as the prices in our line were not raised when the general advance took place, we are not justified in reducing prices. Raw materials have not yet suffered any material reduction in price and our labor is being paid practically the same wages and there is no intention now that there will be much of any change in the price of either raw material or labor during the present year.

"The attitude of buyers is rather a waiting

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game. The large jobber, who has been accustomed during the last few years to anticipate his wants all the way from thirty days to six months owing to the crowded condition of the manufacturing business, is now curtailing his purchases to a large extent and expects the manufacturer to have a sufficient stock of goods to supply the jobbers' requirements immediately on receipt of orders, which naturally reduces the necessity of the jobber carrying a large and varied assortment. Consumers are working up their old stock to the last possible notch and are only ordering for bare necessities.

"The resumption of work in the factories is slow, but on top of all this there is an undercurrent of better feeling both among the consumers and jobbers and the improvement in the outlook is steady though slow. This condition of affairs is proof to our minds that the improvement is healthy and will be maintained throughout the year, so that by the time the disquieting influences of the presidential election are out of the way, a normal condition of business ought to obtain, and I believe that it will."

ICE TOOL TRADE.

Said a manufacturer: "The fact of it is that we made up sufficient stock last year in anticipation of selling as much in the fall of 1907 as we did in the fall of 1906, but got left due to the October slump, and therefore are carrying over the season 50 per cent. of the amount of machinery that we anticipated selling during the year just closed, which necessarily curtails our output for the stock required in the fall of 1908.

"We are not in the class that are putting up such an awfully big kick against our President, yet we do sincerely trust he will send no more messages and make no more announcements in his characteristic style. All that which he has done will no doubt be productive of much good in the future, but it is time to draw a line on any further strenuous utterances for the time being. We, however, feel quite sanguine that trade will gradually and steadily resume with the coming of autumn, and will within a couple of years from this date be in first-class shape, and far stronger in every way than the country has ever enjoyed."

SPORTING GOODS TRADE.

Said a man who makes many goods of this line: "At the meeting of the Sporting Goods Credit Association, held in New York, all of the members spoke of having an increased business on what we term our 'fall and winter line,' which comprises of footballs, boxing gloves, striking bags, etc. The spring line of 1907 was the largest in the history of sporting goods. The small decrease of raw material will not be enough to affect the price, as the decrease of leather used in sporting goods has not averaged more than one-half cent per foot, which is not enough to change the price.

"The outlook for the spring of 1908 is rather uncertain on account of so many people being out of employment and working on short time. However, taking the general outlook, we feel that all manufacturers of sporting goods will have their usual amount of business, but possibly not such an increase as they had in 1907. We feel that the purchases for the fall line will be on a very conservative plan, and this may decrease orders to a certain extent, but what we call 'mail orders' we think will be more than usual on this account."

THE SHARPENING STONES.

Said a leading manufacturer: "Concerning the present business conditions, from a manufacturer's standpoint it seems necessary to have good stocks on hand as the jobbing trade especially carrying, as they do, small stocks, are calling for rush shipments and calling frequently, and anticipating, as we do, a quick revival of business, we feel the necessity of being prepared for their hurry orders and rush shipments that are bound to follow.

"A subject for serious thought with the manufacturer, however, is the one pertaining to the difference between the jobbing trade and the retail trade during this dull season that we are just leaving behind us. The jobbers do not seem to have confidence enough in conditions to go ahead and place even fair stock orders. It would hardly be right to expect them to place large orders, but I am speaking of even small requisitions. Opposed to this the retail dealer seems to have a great deal of confidence, and as a rule has no hesitancy in planning for his usual stocks.

"Some of our factories are running considerably under schedule on certain lines; other plants are working to their usual capacity. On certain lines we are planning to accumulate good stocks so that with the revival of business we will be in shape to make prompt shipments throughout the ensuing twelve months. While our sales fell off materially for the months of November, December and January, there was a marked improvement in February and March, and indications are for a quick recovery, indicating sound conditions despite the panicky times."

THE WHEELBARROW TRADE.

Said a manufacturer: "Business in our line has been quiet ever since the first part of the panic in October last, on account of the railroads shutting down on their improvements, also the building trade being shut off on account of the tight money market, and the demand of new buildings falling off. We are in hopes that in the present month, when the weather gets settled, that there will be an improvement. We have been anticipating it by keeping our men employed full time all winter, and stocking goods that we could not sell through the winter, so that we might be

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ready for the spring rush. We have a large stock made up ready to fill quick orders when they come. We do not see how there can be any lowering prices in our line, as material, labor, etc., have not reduced any in price, and lumber is getting scarcer and higher in price each year. The price we have been getting, taking in consideration the high price of labor and material, has not been enough to leave a fair margin of profit, so it does not look as if there was any chance for lowering prices in our line, nor do we think there will be any advance, at least for the present.

"Buyers seem to be holding off some, thinking probably there might be a lowering of prices, but we are in hopes that when spring opens and the people demand the goods, that they will commence buying again."

HARDWARE BUILDING SPECIALTIES.

A western manufacturer of specialties in connection with buildings, said: "We believe the production of goods in our line for 1908 will equal that of 1907, and we would not be surprised if it should exceed last year's total. We believe that present prices will be maintained, both in raw material and finished product.

"The attitude of the buyer and consumer is this: The consumer, in some localities, especially the west, has had the money with which to buy, but has only been buying to satisfy his absolute needs. The buyers throughout the country have been placing orders for their immediate needs only, until their stocks at the present time are practically depleted.

"There is going to be considerable building done this year, on account of the cheaper prices of building material and lower wages of skilled labor. The consumer is going to buy, because there are many things which he wants, and is going to have. Factories are resuming operations slowly and we believe that by the first of July, things will be in normal condition.

"My opinion as to the result of the recent financial flurry is that it is going to benefit this country in this way. It has already resulted in squeezing the water and wind out of inflated stock values and has placed the business of the country on a more conservative basis. In other words, business has shifted from its high to its low gear, and while 1908 may not be such a year for high speed, we believe it will be a safer and more satisfactory year than its predecessor."

THE GRINDSTONE TRADE.

A manufacturer of this line said: "So far this year we have found buyers slow about placing orders, and conservative in their purchases when they do buy. The tendency seems to be to wait. Nobody seems to know just exactly what for, but with the hope that the outlook will improve evidently. The fact that most of the orders we receive from the jobbing Hardware trade are hurry orders, demonstrates the further fact that no one is carrying a large stock of our goods, so we feel confident that as the season progresses business will pick up to some extent, but we do not believe that jobbers will buy as freely as heretofore."

SHOVELS, SPADES, ETC.

A manufacturer of these goods, and of others, said: "We look forward to a steady increase of business the coming year, yet we do not believe that the business will be much more than 65 to 75 per cent. of last year. Manufacturing at that rate and trying to keep our plant in operation, makes the cost of manufacturing goods considerably more. There has been no reduction in the price of raw materials, except in a very few isolated cases. There has yet been no reduction in the price of labor. Manufacturers are doing all they can to keep as many men employed and paying them their regular wages, and we have only heard of a few cases where labor has been reduced, and that is where the labor has been based upon the selling price or on a sliding scale.

"What this country needs, is a big dose of confidence, and if people would keep their mouths shut, or in other words, if they would try to inspire confidence, instead of distrust and discontent, it would go a long ways to help improve business. Everybody should put a shoulder to the wheel and push rather than to see how many blocks they can put in the way of the business vehicle."

WIRE FENCES.

Said a manufacturer: "We do not find the demand for our product to have materially diminished, as the result of the recent financial flurry, which we take to be due largely to the fact that the users of our product are the farmers, and they are probably more prosperous than ever. We are operating our plant full force, both night and day, and are, notwithstanding, still considerable behind our orders."

Would Not Sell Rope

The sheriff of Knoxville, Tenn., has been having a hard time of it in the search for a rope with which to hang a victim of the law's stern decree. He went to the Hardware firm of S. B. Luttrell & Co., and asked for such rope. He was told by the head of the firm that it had never handled a single article that was used in a hanging. In other words, the firm would not sell a nail that went into a scaffold. The sheriff then went to a number of places in the city, and was surprised that he could not secure what he was after.

Is the bicycle industry dead? One concern in England—and not a very large one, either—is turning out 75,000 wheels in a year.

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The Making of a Hardwareman

A Hardwareman of experience arises to remark that the business is "one of the most complicated and ever-changing to be found anywhere." It takes no end of hard study, he adds, to grasp even the bare outlines; at the same time, it is one of the most interesting of trades—there is so much to be learned about the goods themselves; so much to be learned about the right way of offering them to customers, who differ in sex and age, in temperament, needs, and in everything else. The man who considers himself a Hardwareman when he can tell a road roller from a sap bucket, is not liable to prove a very large business success. "The business must be learned from A to Z; the manufacture and use of every article fully understood. The salesman must be ready, on demand, to give his customer accurate, if not exhaustive, information about any line in his department."

The requirements of the business do not run altogether in one channel. The Hardwareman, the expert above quoted continues, must be an expert stock keeper, able to arrange systematically and keep his goods in the best possible condition; also able to show them to the best possible advantage.

"He must be a good buyer, with a knowledge of markets and values, so that he may always have a moving stock at the lowest prices. He must have tact, courtesy, persuasion, patience, adaptability, and much beside."

Pushed the Incubators

In the past three years the production of eggs and poultry in Great Britain has more than doubled, and the present output equals $50,000,000 annually. The cause can be summed up in one word: Incubators. The machine is doing for that country what the unaided hen could never have done. The Hardwaremen of the kingdom have pushed the sale of these goods, and the supply above noted has been the result.

Hardware Jobbing Consolidation

The Allen Hardware Co., Charlotte, N. C., and the De Haven-Dawson Supply Co., Chester, S. C., have consolidated their business interests under the title of the De Haven-Dawson Co., Inc., with headquarters at Norfolk, Va., where the company's largest stock will be carried. The Chester branch will be continued under practically the same management and policy as heretofore, although at Charlotte the business will be practically liquidated except for a warehouse stock of some heavy lines which the De Haven-Dawson Co. will continue to carry for the convenience of their trade in that locality. The officers and directors of the De Haven-Dawson Co. are: Hugh De Haven, president; D. E. Allen, first vice-president; L. B. Dawson, second vice-president; and George R. Dawson, secretary and treasurer, and the directors: Hugh De Haven and E. A. W. Murray, of New York City; D. E. Allen, Charlotte, N. C., and L. B. and George R. Dawson, of Chester, S. C. The business of the company will be under the direct management of D. E. Allen and George R. Dawson, at the Norfolk headquarters, and the Chester branch is to be managed by L. B. Dawson.

Only a Matter of Air

"The president of a great house traveling many men," said a business expert, "appropriated a large sum to be invested in the education of his corps of salesmen, and equipment of a class in scientific salesmanship.

"A few weeks after the study had been installed he went to one of his salesmen and inquired how he was getting along with the work. The reply was: 'The author of that course don't know anything about our line. *He can't learn me nothing!*'

"And, sure enough, he could not. When selling goods that salesman just opened his mouth and let come out of it what would, and it was generally filled with air."

"Show Your Goods"

A business philosopher would reverse an old adage. Don't say, "If you don't see what you want, ask for it," he advises, but "Show a man what he wants and he will ask for it." Lead the customer up to such things as you think he may need; to see a thing coveted or needed is one of the surest ways of causing its purchase. The street boy who threw a brick through the jeweler's window and stole a watch advanced his plea of justification in these words: "It made me sick to look at it there every time I went by. You ought to have kept it out of sight."

The best advice that can be given to a merchant is, "Show your goods!"

Four Little "Noes"

An American traveler who was traversing a public highway in far-off Cooma, New South Wales, Australia, paused in front of the Hardware store of P. D. Murphy & Co. to transcribe a placard in the window, which ran as follows:

"If I rest I rust,
If I trust I bust;
Therefore—
No rest, no rust,
No trust, no bust."

Four "Noes" that indicate, as plain as the nose on a man's face, the road that leads to safety.

The examinations for Hardware store assistants in England, of which so much was predicted some years ago, do not seem to have borne the expected fruits. One of the sponsors for the movement arises to remark: "We have been working on the scheme for five years, and will have to work another five before we see results from the efforts."

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KICKER & KNOCKER, HARDWAREMEN

The Hardware firm of Kicker & Knocker is making a reputation for itself that is not equaled by that of any other concern in the business.

Traveling salesmen do not exactly wear chain armor or trousers plated in the seat with sheet iron when calling on the buyer of the house, although several of them are contemplating defenses of this nature. As one of them said, "I can stand it to be knocked down by one of the members of the firm, but when the other comes along and kicks me into the street, it gets on to my nerves."

Mr. Knocker has developed an abnormal right fist because of his close attention to his department of the business; while Mr. Kicker's right foot is a beauty. The boot he wears on it is three sizes larger than that of the left.

Kicker and Knocker were boys together in school, and afterward clerked side by side in the same store. Their natural tendency to jump on everybody else was nurtured by steady application, and at the present time no two other men in the world can outknock or outkick them within a given time. They have reduced it to a science.

Mr. Knocker attends to the personal management of the store. Mr. Kicker remains in the office and looks after the bills, collections, correspondence, and buying. He has had an asbestos plate put between the typewriting machine and the table on which it rests, because of the "hot stuff" in his letters. The local insurance agent compelled him to do it, on a threat to cancel his policy. Mr. Kicker swung his right foot a dozen times when this announcement was made to him, but the agent had played end, or back, or middle, or whatever it is, on a college football team, and managed by agility to escape alive. But Mr. Kicker compelled him to furnish free the asbestos pad.

In the main office are two placards, which are framed and hang over the desks of the partners:

Knock and It Shall Be Opened to You.
Kick, and the World Kicks with You.

Mr. Kicker's letters are models. He almost—almost, but not quite—feels like raising the salary of a clerk who can point out an error or an omission made by the jobber or manufacturer who has furnished the goods. It gives him a chance to show how hot a letter can be thrown off under favoring conditions. The manner in which the man at the other end of the transaction is called down suggests a new use of the English language.

"I don't *parley voo* with them much," says Mr. Kicker, with a grim smile. "I just swing the meat axe, and you can hear the ribs crack!"

If the other man proves to be something of a kicker himself, Mr. Kicker revels in the situation. It gives him a chance to show what a real genius can do in the comeback. Usually the correspondence ends in a disruption of business relations between the two concerns. But what is a business deal compared to the glory and the lust of battle?

But it is in the stirring up of delaying debtors that Mr. Kicker shines the most resplendently. In his own language, "I just take off their hides and hang them on the fence!"

Sometimes he manages to collect an old account and still retain the business and friendship of the debtor, but it is usually by accident.

Mr. Knocker, in his capacity as manager, kept an eye upon both the selling staff and the customers. He had enough of business sense to know that he must present the smiling side of his face to the latter; that hard knocks for those who come to buy goods would not be conducive to their early return. He is therefore suave and gentle to them, but he takes it out of his clerks; the one of them who goes home at night without feeling sore in some part of his soul, feels as though luck had smiled on him for the day. Usually the escape is due to the fact that he saw Mr. Knocker before Mr. Knocker saw him. Then he suddenly had an errand to a loft or the cellar.

Mr. Knocker often remarks, in the quiet of his own home, as he sits in slippers by the library fire, that he has put in a strenuous day; that he has "gone through the store like a cyclone, shaking the boys up." His wife looks on him with wondering admiration, a state of mental felicity that would be lessened had she heard what the clerks were saying to their wives about Mr. Knocker just then.

Mr. Knocker's theory is that the way to get better work done is to find fault with all that has been done. He applies it to all, from the head clerk to the porter and the office boy. The only one exempt is his partner, Mr. Kicker, of whom even Mr. Knocker is a little afraid.

There is no doubt about things being kept on the move in that store—"just a-boiling," as the office boy describes it.

When Mr. Knocker arrives in the morning he makes a tour of the establishment looking for flaws of management or arrangement. There can be no criticism of this plan, of course, as it is the business of the head of a concern to know what is going on. But in this case, the gentleman in responsible charge overlooks all the things to commend, but has an eagle-eye for those to condemn. A new clerk who had spent an evening in arranging the cutlery case, took opportunity to say,

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"Please look over this case, Mr. Knocker. Don't you think it will do?"

The senior partner gave it a long scrutiny. Then he said, "There's a knife upside down in that third row," and walked on.

Perhaps the clerk felt snubbed, and perhaps he didn't.

This is not an inventory of assets and liabilities, and not a balance sheet. It is not necessary, therefore, to name the amount of business the firm does, or the profits it makes on that business. Knocker owns one-half of the concern and Kicker the other half. They are agreed as to the policy they should pursue; are not responsible to anyone else for the results of that policy, and so who has a right to complain?

An interesting bit of statistics may be mentioned. In the past five years they have had six clerks, two stenographers, and one bookkeeper leave them to take other positions, to say nothing of a half dozen office boys, who, being an irresponsible and independent class, do not have to be knocked or kicked by anybody.

Also one employe who died from heart disease just after the partners had called him in and complimented him for an unusually good bit of work he had done.

Naturally, the influence of the partners is not lost on the young men employed in the establishment, as naturally they have divided themselves unconsciously into two divisions—the kickers and the knockers. With the first, the natural impulse, aided by education, that comes uppermost is to object to everything that is proposed; is to lay obstacles in the way of any new idea that is suggested. With the other class, the tendency is to find fault with all that is, has been, or might be; to "jump onto" everything that has not originated with themselves. As a result, changes and improvements come slowly in this somewhat remarkable establishment.

The Buyers' Special Hours

To the Editor:

In the March issue of the HARDWARE DEALERS' MAGAZINE you refer to a house that "interviews travelers only before 11 a. m. and after 4 p. m." This, of course, is all right if the house thinks it is profitable to do so, and in a large city might be fairly satisfactory all around.

In the smaller towns it would not work as well. The writer usually makes two or three towns a day. A short time ago in a large retail house in a town of 5,000 inhabitants that he had never made before, as he entered the front door he saw a notice that traveling men would only be recognized after 6 p. m. He immediately asked if that notice meant what it said, saying that if it did he would have to cut out the town till the train schedule was adjusted differently from that then in force, as it was the only house in the town that he cared about selling.

He was told the rule was *not* cast iron.

A dozen years ago, a buyer told me that his time during the day was devoted entirely to his customers; traveling men could only receive attention in the evening. He was told if he could fix up some scheme of a route that would land me there in the evening without serious loss of time, I would be glad to accommodate him, but I did not know how it could be done; and it was not done, though I have sold him some in a small way since.

Traveling men want to do the best they can afford to in obliging buyers, but buyers do not want to entirely forget that a traveling man's time is worth money as well as their own.

Yours truly, JAY HAWKER.

Ottawa, Kan.

Hardwareman in Danger

A valiant and strenuous young woman of Little Falls, N. Y., has threatened to bring down the wrath of the President of the United States on the Hardware trade of that city. She recently appeared at police headquarters and said that she had had a dispute with a local Hardware merchant over a stove. She said to the chief: "I want you to go and collect my money for me forthwith." She had been to headquarters about a month ago on the same errand, at which time the chief told her that probably her only hope of adjusting the matter was through a civil action, and referred her to the justice of peace. She was quite exercised over her troubles, and the chief said she might consult an attorney. "I won't do it," she told the chief, "for the city taxpayers pay you for this business, and if you don't do it and collect my money for me I will telephone to the President at Washington, D. C., and he will make you do it, for I know the President well, having worked for him, waited on him at table and I know his wife well. I can telephone or telegraph to him as good as any woman in the United States, and that is what I shall do right away." With that she flounced out, and the dealer in question sits up at night waiting for a message from Washington.

All American Typewriters

In the ancient city of Bagdad, Persia, there are to-day only twenty typewriting machines for the use of 200,000 people. These are all of American make. They average about $100 in price, while the customs duty was about 11 per cent. The lettering on the machines is English, although a demand is being made for some on which the keys shall represent Arabic characters.

Spasmodic attempts to get business rarely succeed permanently. It is the deliberate moving, cautiously, gradually and intelligently, that makes the final success.

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THE SALESMEN AND THE HOUSE

HANDLING THE TRAVELERS

A Short Array of Questions and the Answers—The Methods of Jobbing Houses in Handling, Aiding and Encouraging Men on the Road—Practical Methods That Have Been Evolved from Years of Experience—Praise and Criticism—The Mutual Helpfulness of the House and Its Men.

Is it true that hardware houses ever supply their men with samples and instructions and then send them out on the road only to forget them?
What means are taken to reach the men?
How often are they communicated with, and what is said to them?
What aid is given them in the selling of goods, especially in advance?
Are they ever praised, and how often criticized?
In other words, what bond of continual union holds together your house and its men on the road?
The above are the questions. A number of answers are found below.

A Very Thorough Method

By P. L. LOGAN,
Logan-Gregg Hardware Co.

Regarding our method of handling traveling salesmen, I would say that we keep in close touch with our men at all times. Bulletins from the house containing information as to new goods, changes in price, etc., are sent to the men several times a week, or daily if necessary, and in order that we may be sure this information is received and taken note of, they are required to report the receipt of each bulletin sent. All selling prices are made by the house, and salesmen are required to adhere to the prices fixed.

In order to lessen the clerical work of the salesman and to allow him to give his entire time to selling goods, price sheets for insertion in his catalogue are made out in the house, new sheets being mailed him as often as price changes occur, so that all he has to do is to insert the new sheet in his catalogue at the proper place, returning the old one to the house as an evidence that he has received and substituted the new sheet.

We endeavor to assist our men in every possible way by informing them of any inquiries from their territory, new developments which we learn of which are likely to increase the demand in each section and in a general way by our advertising publication, "Hardware Hints," which is mailed out monthly, and which is of considerable benefit in calling the attention of our customers to new goods, and in keeping the name of the firm always prominent before them.

A record of each salesman's work is kept and at the end of each month he is advised as to the amount of his sales during the month, the amount of profit he has made and such other information regarding his work as might be of interest or help to him. These monthly reports are compared with those of the preceding year and this furnishes an opportunity for the house to commend the salesman if his work shows an increase over his own previous record or that of his predecessor in the same territory. Similarly, if his monthly report shows an unsatisfactory record, his attention is called to this fact and such suggestions are made as would tend to help him in increasing his business.

Semi-Annual Talks; Daily Advices

By J. E. GREENE,
The Bingham Co.

Our traveling men are thoroughly posted before starting out. On January 1, we call them all in and take up each page in our general catalogue, thoroughly posting them as regards the quality, prices, etc., of goods represented therein. Then they are kept posted daily as regards fluctuation in prices. On July 1 they are all called in again, and prices, business and all conditions are talked over with them, and we get an expression of the condition of business, the quality and style of goods that are demanded in the different sections of the country that they cover, as also any cutting of prices.

Education in Pushing

By T. G. WALTHER,
Hackett, Walther, Gates Hardware Co.

One of the well-known objections to the Hardware business is the fact that neither the jobber nor retailer pays enough attention to the specialties in the Hardware line. Both jobber and retailer sell staple goods to the extent of his demand, but he does not sell the small goods which require showing up to the extent that he might.

Our plan is to give our salesmen samples of specialties and tell them all about the goods, but we regret to acknowledge that the results are not right—partially due to the fact that the salesman does not present the goods often

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enough and strenuously enough, and then, too, due to the fact that the retail trade has not become accustomed to selling specialties, and, consequently, does not feel inclined to buy specialties, and yet, the profit which could be made by a proper display and attention to specialties would be something that would surprise the jobber as well as the retailer.

It is impossible to make much money out of nails and barbed wire, but it is possible to make a good profit out of watches, curry combs, food cutters and many other articles which must be properly displayed and tagged to make the sales.

After giving our men samples we follow it up with letters urging them to show up the goods as in most cases it only requires a proper presentation of the article to bring the orders.

What the Hardware trade requires is education on the lines of pushing specialties, and this education we are supplying through our salesmen's faces, through circulars and letters directly to the retail trade, but we feel that it would require—not months—but years to educate enough retail Hardware dealers to make the sales of specialties what they should be.

A Series of Numbered Letters

By FREDERICK FRANCKE,
Francke Hardware Co.

We make it a rule to keep our traveling men informed of all changes in prices by circular letters, which we send them from time to time as the number of changes justify. In order to insure these letters reaching our traveling men, we number them, and if one number is missing the traveling man is expected to report so we may send him a duplicate of the letter. We find this method to be about the best we could find and only use ordinary stationery for the purpose.

Especial Attention to Samples

By CHARLES S. COLLADAY,
The Frank Colladay Hardware Co.

We are not compelled to do much corresponding with our salesmen, as their territories are so arranged that most of them are in the house once a week, and none of them are out longer than two weeks at a time. By this arrangement we are enabled to keep in close personal touch with all of them and thus almost eliminate correspondence.

When any new goods are added to our stock, if it is some article which is not staple, we show it to the salesmen and go over its different points of merit.

We keep our salesmen continuously supplied with samples of different items which may be either seasonable, new goods, or items on which we are overstocked. When a sample is given to a salesman, we endeavor to give him a clear understanding of its merits, terms of sale, etc., and charge the sample to his account, crediting him when it is returned. We have found this is a very successful method of increasing the sale of many items. We have no written forms or blanks for this purpose for the reason, stated above, that it is all done by personal contact with the salesmen.

We have found, however, that some of our salesmen are much more successful with samples than others. We believe this is because some of them neglect the sample given them, especially if it is a little bulky and hard to carry, and this point of sample neglecting is one on which we bring our men to task more often than any other. Sometimes we have had the contention made by our salesmen that samples of certain items are too heavy or bundlesome, and find in such instances that unless we can enthuse him in the item, he will short-sightedly neglect to work the sample.

Our criticisms, or encouragement and praise, are conveyed personally; and when a salesman has done particularly well, we do not neglect to express our appreciation to him.

During the busy and rush seasons of the year, we no doubt become neglectful of certain lines of goods which it is necessary to give constant attention and hammering in order to dispose of in any quantities, and we would be very glad for any helpful information as to how other jobbers by any system tend to assist their salesmen in selling goods.

Write Daily Letters

FROM AN EASTERN HOUSE.

Our traveling salesmen visit the store personally either weekly or fortnightly, with the exception of one or two who cover distant points, and at such time we go over the ground of new goods, and a general discussion of the conditions in their territory. We also write them daily whatever information it is necessary that they should have. We use every endeavor which we can give them not only to explain the goods, but such information as comes to us from different sources which would be of advantage to them in meeting competition. We also endeavor honestly to give them credit for whatever they accomplish, and criticize that which is faulty.

The Salesman and Confidence

By O. B. BARKER,
Barker-Jennings Hardware Co.

In regard to handling traveling salesmen, this is a matter which has received special attention in recent years. We know of no new ideas or methods to be subjected relating to this subject. It is a matter of vital importance, as the success of a jobbing house is very largely dependent upon the traveling salesman. Salesmen, like all other men, have their peculiarities and weak points. We endeavor to study them, and to overcome as far as possible any defects. It is our practice to keep

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in close touch at all times with our traveling men, giving them every possible help and encouragement. We equip them as best we can, with catalogues, samples and prices. We endeavor at all times to keep them fully posted as to market conditions, and to impress upon them the fact that our interests are largely mutual.

It is very important that they should have every confidence in the house they represent, as well as in their goods and prices. It is essential that they should be on the most cordial terms with their employers, and to have a word of praise for the house they represent. A salesman who lacks this confidence, cannot make a success. When we hear of a salesman who is inclined to criticize his house, finding fault and complaining, it is quite evident that he is not in good standing, and is failing to do his duty, and this reflects more upon himself than upon his house.

When a salesman does his duty and carries out instructions, we believe he should be "patted on the back," and receive words of praise and congratulations. If on the contrary, he is neglectful and unfaithful, he should be kindly reproved, and an effort made to put him on a higher plane and on the road to success.

We think it a good idea to request suggestions from time to time, and when it is desirable, such suggestions should be carefully considered and adopted as far as practicable. It is our custom to write our salesmen frequently, and always kindly, and appeal to their better judgment and discretion. In other words, we endeavor to make them feel that they are a part of us, and that our interests are mutual.

In Close Personal Touch

By Wilson P. Ludwig,
M. S. Young & Co.

We have a system whereby all our traveling salesmen get home every Saturday to talk over prices and arrange for carrying any new samples of Hardware that we want them to carry along, in addition to the regular line of Hardware which they always carry, and also to have a talk with them in regard to the trade they see the following week. We find that this system has been working all right, and places us in a little closer touch with the salesmen and customers.

Friendship and Letters

By W. H. Grant,
Bonniwell-Calvin Iron Co.

I try to make the salesmen my personal friends; also invite correspondence and inquiries, and always reply fully to their letters, no matter how trivial the subject. If I have a man who writes really unnecessary letters, and thereby takes up the time of the office force, I do not find fault with him in my letters, but when he comes into the house, I cite two or three similar incidents from some other source, and comment on them, and let him draw his own conclusions. A man of judgment on the road cannot write too many letters. His house wants to know his experiences, for their own benefit and his. In addition to daily personal letters, praising good work, and correcting errors and faults as I see them, I write a general letter once a week to reach the salesman, at his Sunday address. This letter contains market news, notes changes in prices, gives descriptions of new goods, mentions overstocks, slow moving goods, and stock lists. These letters are always polite and friendly in tone.

The trouble with the salesmen you speak of, "the man whose house does not post him, and forgets all about him," is that he lacks individual initiative, and expects his sales manager to do all the work, and give him the easy proposition of going out and taking orders. It is the "order taker" who complains. The salesman gets the best he can out of his manager, and what he cannot get from him he gets for himself. When he is in the house you will find him out in the stock room rooting into the shelves, over at the order table taking notes on what his fellow salesmen are selling, and in every conceivable way getting "wise" concerning the goods he is expected to sell. When we get a man who will not try to help himself, and will not try to get the information he needs, we engage another man.

Commendation and Criticism

By B. F. Eshleman,
Stauffer, Eshleman & Co.

We can scarcely conceive the idea that Hardwaremen, to any extent, neglect their own interest so greatly as to lose sight of their traveling salesmen and allow them to neglect matters so important, as to look after samples and obey instructions. We follow our men carefully and strictly and do not permit them to show any disregard or inattention to our instructions. We keep in touch with our men on general topics by circular letters, which are sent out at short intervals, but at no stated date. Letters of commendation are sent to deserving men, while our criticisms are conveyed to them in a respectful manner void of harshness and tempered with encouragement for the future. We find it beneficial to men to, when possible, "pat them on the back."

A Matter of Fair Dealing

By H. L. Thompson,
Bostwick-Braun Co.

It is not very difficult for us to explain our method of handling our salesmen. First—We assume that our salesmen are intelligent and capable of reasoning. Second—If they have made sales and have taken positions which we feel are wrong, we tell them of their error and explain to them why we have looked upon it as an error.

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Third—If our salesmen have accomplished good results we do not hesitate to tell them that we appreciate their efforts. We do not hesitate to have them know that they have accomplished results. We do not hesitate to pay where good results are accomplished. Fourth—We are always honest with them. Any statement we make to them is absolutely correct as far as we know. If they ask for information that they should not have, we are frank and tell them we are not in position to give them that information. In this way we keep their confidence. Sixth—We write them very often. Younger salesmen are written almost daily. Their orders are inspected closely and their errors pointed out to them.

Replacement of Edge Tools

A manufacturer of the line of goods referred to said to a representative of the HARDWARE DEALERS' MAGAZINE: "Don't you think it would be well to call attention, through your columns, to the claims made for the replacement of Edge Tools which have been spoiled by the users in grinding?"

Asked as to a more specific statement, this gentleman said:

"The manufacturers of all kinds of Edge Tools have often discussed this subject and you are aware that some of them even take the position that they will not replace an Edge Tool after it has been ground.

"We believe the trade and through them the users could be educated as to how to grind an Edge Tool if you had the discussion of the subject in your columns. Even under the most favorable conditions, an Edge Tool should be ground with great care to prevent the drawing of the temper. If the cutting edge is overheated at all so as to show the slightest blue mark, then the temper has been drawn and this part of the tool is soft.

"The best way to grind is on a very fine grit wheel with plenty of water. This tends to prevent the tool from getting too hot. Even then the operator should be careful to go slowly and not to use too great pressure. In the finest tools with very thin edges, the weight of the tool itself is all that should be applied. This, however, of course, would not be sufficient for heavier tools, such as Axes, Hatchets, Adzes, etc.

"The coarser the grit of the wheel the faster it cuts and the greater heat it generates, consequently the more danger there is of spoiling the temper of the tool.

"If the grinding is done on a dry emery wheel, the greatest of care should be exercised and only a skilled operator can expect to get good results. Here again, the finer the grain the greater the degree of safety, although, of course, consequently the slower the grinding will be.

"There is no excuse for grinding a tool on a dry grindstone as water can easily be obtained and the addition of it reduces very greatly the danger of harm as it acts both to cool the tool and to remove the grit. It also results in hastening the grinding."

The Coast and the Canal

Mr. Brace Hayden, president of the Dunham, Carrigan & Hayden Co., San Francisco, one of the largest wholesale Hardware concerns of the Pacific Coast, has been spending some weeks in New York city. Mr. Hayden is very sanguine as to the good results that will come to all forms of business in his section of the country on the completion of the Panama Canal.

"The Canal," said Mr. Hayden, to a representative of the HARDWARE DEALERS' MAGAZINE, "will in my opinion be completed earlier than has been expected, probably before the expiration of six years. It cannot fail to be of enormous value to all the Pacific Coast, and especially to San Francisco.

"We will be able to get goods from New York within thirty days, in large bulk, on shipboard. The greater part of our Hardware will be shipped in that way, and we will use the rail transportation only on high-priced goods, or those that must be delivered in a hurry. It will enable us to ship our products not only to the eastern part of this country but also to Europe, as never before.

"It will, no doubt, aid largely in the development of manufacturing on the Coast, although I do not look for much increase in those of iron or its products. The raw material would have to be carried too far, and the market would be somewhat limited.

"San Francisco is already getting herself in readiness to take advantage of the increase of business, and the harbor facilities of her splendid water front will be adequate to all the business that can be done when once the waterway is completed, and the long miles of South American travel entirely eliminated.

"No, I am not too sanguine. I am only looking at a fine business outlook in a sane and conservative manner, and voice the opinion of the best business men and financiers of the Coast. The canal is coming soon, and a great boom, and permanent prosperity, will come with it."

A History of the Club

In accordance with a resolution passed by the board of governors of the Hardware Club of New York, President Eugene Bissell has appointed a committee of four to prepare a history of the steps that led up to the formation of that organization. The gentlemen selected are Webster R. Walkley, chairman; James H. Kennedy, Alfred D. Clinch, and Thomas F. Keating, all of whom had much to do with the creation of the club, and were members of its original board of governors.

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ANNUAL MEETING HARDWARE CLUB

The sixteenth annual meeting of the Hardware Club of New York, which was held on Saturday, March 21, brought out several interesting bits of information as to the comparatively few changes occurring in the board of governors. Of the original fifteen chosen when the organization was at the beginning of its career, eight are still members of the board, as follows: Edward C. Van Glahn, Arthur G. Sherman, Eugene Bissell, Thomas F. Keating, J. Leonard Varick, Richard R. Williams, Alfred D. Clinch and James H. Kennedy. Of the other seven, Webster R. Walkley retired from the board, declining a renomination several years ago; Brace Hayden resigned because of removal to California, and the following have died: William H. Williams, Peter McCartee, Mortimer C. Ogden, Charles Daly and Robert H. Swayze. The club has had seven presidents, as follows: William H. Williams, Peter McCartee, George Henry Sargent, Edward C. Van Glahn, Richard R. Williams, J. Leonard Varick and Eugene Bissell. Also seven vice-presidents: Robert H. Swayze, George Henry Sargent, Edward C. Van Glahn, Richard R. Williams, J. Leonard Varick, Eugene Bissell and Thomas F. Keating. It has had only two treasurers, Thomas F. Keating and Alfred D. Clinch, and three secretaries, J. L. Varick, James H. Kennedy and Arthur G. Sherman.

The special committee appointed for the selection of five governors, to succeed those whose term of three years had expired, consisted of five gentlemen, with Charles S. Packard, of the Reading Hardware Co., as chairman. The committee unanimously recommended the re-election of the five gentlemen whose term of service had expired, as follows: Joseph Gales, George H. Sargent, Arthur G. Sherman, Edward Stagg and Edward C. Van Glahn.

At the annual meeting, held as above stated, President Eugene Bissell presided, while Secretary A. G. Sherman was in his official place. Several annual reports were presented and were listened to with pleased attention, showing, as they did, that the club was in a flourishing condition. The resident membership list of 600 was reported full, with a large waiting list, and a non-resident list of 160.

The polls were declared opened, with Arthur H. Chamberlain and Charles L. P. Clark acting as tellers. The nominees were unanimously elected. Two minor changes in the constitution, relating to the make-up of the committees, as recommended by the board of governors, were also unanimously carried.

In presenting his annual report, Treasurer Clinch said: "I desire to congratulate the club on its excellent financial condition, due in large measure to the care bestowed by Mr. Thomas F. Keating, the treasurer during the formative period and subsequent years of experiment and trial, and who relinquished the office after continuous service from 1892 to 1907, to accept the higher office of vice-president. His plans for carrying on the financial affairs of the club made the path of the present incumbent smooth and the way clear.

"During the past year we have transacted a business of about $150,000 and have charged to the suspense account $86.23, of which amount we expect to collect at least 40 per cent. With a membership of 760 our total loss on account of dues and house charges amount to 6/100ths of 1 per cent., and, omitting dues and counting only house charges, which are the only actual losses, the net loss is less than 3/100ths of 1 per cent."

The board of governors met on the evening of Tuesday, March 24, and after ratifying the above amendments, as the constitution requires, proceeded to the election of officers for the coming year, as follows:

President—Eugene Bissell.
Vice-President—Thomas F. Keating.
Treasurer—Alfred D. Clinch.
Secretary—Arthur G. Sherman.

These officers have all served in the same positions during the past year.

It was a matter of comment and congratulation on the part of those attending the annual meeting that the club was never better serving the purposes of its members and of the trade it represented than at the present time. With a full membership and a large number of most estimable gentlemen waiting to get in; with no debts and a comfortable surplus; with finely furnished club rooms, to the walls of which treasures of art are being added every year, and with a spirit of good fellowship and comradeship pervading its councils, it was agreed that no more successful club organization could be found in New York City.

While there are many members connected with the club who are not Hardwaremen—among whom are such prominent men as George B. McClellan, mayor of New York; Patrick F. McGowan, president of the board of aldermen; Controller Metz and ex-Controller Grout; Albert B. Chandler, president of the Postal Telegraph Co.; Clarence H. Mackay, the capitalist; Gen. Anson G. McCook, Herman Ridder, the German editor; Wilbur F. Wakeman, of the American Protective Tariff League, ex-Lieutenant Governor Timothy L. Woodruff, and many prominent bank presidents—it is still a club for the Hardware trade, and in the official control of the members of that trade. It is a part of the fundamental law of the club that no member can hold office unless he is connected with the Hardware trade.

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The Two June Conventions

The eighteenth annual convention of the Southern Hardware Jobbers' Association will be held in Hot Springs, Ark., on Tuesday, Wednesday, Thursday and Friday, June 9, 10, 11 and 12. The semi-annual meeting of the American Hardware Manufacturers' Association will be held at the same time and place. For some years this latter association has been meeting twice each year—with the southern association in the summer and with the national jobbers in the fall. The manufacturers elect officers only at the fall gathering, but its conferences with the southern association are conducive to a better understanding between the two departments of trade.

A number of southern cities competed for the honor of entertaining the two organizations on this occasion. But Arkansas was the most strenuous of the applicants, and it is said that Mr. Mandelbaum, of Fones Bros., Little Rock, kept the wires busy for several days in arguments as to why the pilgrims should turn their faces toward the southwest, the more especially as Nashville, Tenn., is to have the honor of greeting them in the fall, thus representing what may be called more directly the South. Arkansas won, and as Hot Springs is famous for its hotels, it was decided upon as the best place in that State.

There was naturally some hesitation on the part of the manufacturers (most of them are located in the North and East) as to a journey of so long a distance in the heat of June, but courtesy to their southern friends outweigh personal reasons, and the manufacturers pathetically accepted the decision of their jobbers. They and all visitors from the North are certain to be received in a most hospitable manner.

The secretary-treasurer of the Southern Hardware Jobbers' Association, C. E. Kersey, with headquarters at Richmond, Va., where John Donnan, the president of the W. S. Donnan Hardware Co., also resides, is looking for a large attendance of members, who will be the more especially attracted by the fame of the place in which the gathering is to be held. The headquarters will be at the Arlington Hotel. Mr. Kersey, in speaking of the programme, said: "We have apportioned to several members of our associations subjects to be discussed, but have not yet received sufficient replies to enable us to arrange a programme."

A special card of rates, on the American plan, has been arranged for with the hotel, and the secretary-treasurer will furnish the same on application. In speaking of the place of gathering, Mr. Kersey says: "The hot springs of Arkansas are owned by and under the direct control of the United States Government. The Government's reservation, which includes the springs, is 1,000 acres in extent, and over $2,000,000 has been expended in improving and adorning it by the general government. There are forty-four of the hot springs, with a daily flow of 1,000,000 gallons of water, at an average temperature of 145 degrees. The place has 15,000 permanent population and 150,000 visitors each year; also four large hotels—the Arlington, Eastman, Majestic and Park—with an aggregate capacity of 3,000; 100 smaller hotels and 500 boarding houses, and can take care of 20,000 guests at one time.

"Application can now be made to the hotel management for the reservation of rooms, the rate and location of same to be advised applicants in due season."

Need Improved Tools

An American in Bolivia declares that up to the present time a very few improved farm tools have found their way in that country to replace the crude implements that have been in use for generations, but there have been enough to show their possibilities. The government has lately purchased some agricultural machinery, including ordinary plows, the latter having been bought in Europe. President Montes has imported an American disk plow for use on his own estate and others have been ordered for the government. There appears to be an opening both for the disks and for the ordinary plows, the latter being likely to command the larger sale. The idea of the government in importing improved farm implements is to employ them at the agricultural school in order to illustrate their economic advantages and to secure their introduction among the big and little farmers. The Bolivian farm laborer will not take to a modern plow by instinct. He must see it working and be taught how to handle it.

Women in the Store

A gentleman who was for a number of years connected with the retail Hardware business of San Francisco, Cal., declares that in a number of the Hardware stores of that city women are employed; not merely as bookkeepers or stenographers, but as saleswomen and assistant managers.

"I don't know one of them who has made a failure of it," he says. "And in several cases they have been very successful. Perhaps it is because our women are smarter than those of the East, and then again, the glorious climate of California may have had something to do with it."

Visiting the West

George Henry Sargent, of Sargent & Co., New York, has gone for a somewhat extended visit to California, taking in portions of the South en route. The trip is entirely one of recreation, observation and of education in the varied resources of our country.

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PROFIT IN PROPORTION TO SALES

The Discovery of a Merchant That Set Him to Thinking—A Total That Did Not Satisfy—How Profits Might be Increased Without Adding to the Volume of Sales or Reducing Expenses—The Problem as It Was Worked Out in Practical Results.

The proprietor of a reasonably successful Hardware store, who for the purpose of this narrative may be designated as Mr. A., sat down at his desk in the quiet of an evening after all his help had gone and took from one of its drawers a slip of paper upon which had been neatly set down a row of figures.

He gave to these a few moments of careful consideration, and then fell into a train of thought which may be freely translated as follows:

"I find that in the period which this summary covers we have in round numbers sold a total of $20,000 in goods. In the cost of the goods the total figure is $15,000, giving us a gross profit of $5,000. As the expenses were about $3,000, it leaves me but $2,000 for my time, risk, industry and investment of capital.

"Now the question that is up to me to-night is, Can I call this a paying business, and whether it is or not, what can I do to make it pay better? I must take a little time and figure this over."

The result of his study summarized itself into three propositions, any one of which might increase his net profits. These three were:

1. To sell more goods without increasing expenses.
2. To reduce expenses.
3. To make a larger profit on the volume sold.

The first proposition did not appeal to him with especial force. With the competition he had, and the condition of the demand at that time he did not look forward to an immediately larger volume of sales, and the increase would not be possible without an increase of expenses and the tying up of more capital.

The second proposition was dissected, item by item. First came the rent of his store. He did not dare agitate that, as he had a favorable lease, at less charge than would be made to another if there should be a chance for a new tenant. He had been there for years, and the landlord seemed to be doing as well by him as could be expected. No, it was the part of wisdom to stand pat on the rent question.

There was advertising. He did but little in that line, and the cut thereon to be made would be small; sometimes he was greatly moved to increase it instead of cutting. The telephone was a fixed charge, and could be neither evaded nor reduced. Light, insurance, postage, sundries—he could see no way to a reduction in these. And this left him but one place on which he might possibly pare away—and that was his help.

The bookkeeper and stenographer was out of the question. In her mind she was evidently contemplating an increase. If her wages were cut, she would leave and it would be difficult to replace her for the same money. The porter and office boy were out of the question.

This reduced the proposition to the four clerks.

Mr. A. shook his head. Both inclination and business judgment were against him here. The four men who filled these positions were as satisfactory as one could average in that number. They had been carefully selected by himself in person, and well trained in his methods. The newest had been with him three years, and the oldest nine. No one of them was getting more than the average for the work he did. He could, of course, replace them for less money, but that would mean a loss of efficiency. From the purely business side he could not well make a slash in wages; from the personal side he could not at all.

William had five children to support, and the older girl was endeavoring to fit herself for a teacher. Tom was paying for a home, and it kept his nose to the grindstone to keep up his payments and provide for the interest. Dick had a sick child and was supporting his old mother. Harry was getting none too much for a young fellow who was engaged and hoping to save until he could get married.

"No," said Mr. A., "I would rather never increase my profits than to do it that way."

He stood for some moments moodily gazing at the fire. Then he shut up his desk, put on his overcoat and hat, turned out the light, locked up, and went home.

THE SOLUTION OF A PROBLEM.

Mr. A. had the happy faculty of leaving his cares behind him when he went to bed, and as a result he arose on the following morning refreshed and ready to again tackle the problem that he was unable to solve on the night before. But with all his mental conjuring he did not reach his solution on that day, nor for many of them to come.

He readily agreed with himself that there was one thing he might do, and the sooner he got at it the better, as a basis of knowledge for further action. His problem was to increase the profits on present sales, without increase of expenses. What was the first thing to do? Naturally to learn what goods paid him the best profits. Naturally, again, to push the sales of these. Naturally, still again, to reduce the proportion between those that paid well and those that did not pay well.

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He instituted a system that would give him the knowledge. The record he ordered kept showed him the profit on each article sold. When the total of these sales had reached a sum large enough for a safe and correct average, he did some rapid figuring—and this is the discovery that he made:

On the basis of $20,000 of total sales,—the amount that had yielded him the $2,000 net profit above indicated—$15,000 had produced a gross profit of 20 per cent., or $3,000. The remaining $5,000 of sales had produced a gross profit of 40 per cent., or $2,000. The two combined made up the $5,000 from which his $3,000 of expenses had been subtracted.

Mr. A. confessed to himself that this was an eye-opener.

"I am beginning to see," he mentally added, "that in analysis there is safety, and that it behooves a man in business to learn all the intricacies of that business. To lump everything into totals, without knowing how those totals are made up, is quite liable to be misleading. The next lesson is to discover how these figures can be as nearly reversed as possible. If I could sell the $15,000 at the 40 per cent. profit, and the $5,000 at the 20 per cent. profit, I certainly would be doing a land-office business. I cannot hope to do that.

"But the question up to me is, How near can I come to it, and how can I get at it?"

THE PURCHASE OF CO-OPERATION.

Mr. A. had not studied human nature and political economy as applied to daily business life with so little effect as to be misled at this juncture. He knew, that while the poets sing, "'Tis love that makes the world go 'round," the philosophers had added a more practicul turn, in the old proverb, that "Money makes the mare go." In other words, that the surest way to forward a man in a given path is to put him on the trail of his self-interest.

"My men are too much like the rest of us humans," was his reflection, "to be greatly moved by a contemplation of my possible profits. Although they may not reduce their ideas to bold words, yet surely in their inner consciousness there will be a still, small voice importuning them, 'What is there in it for us?' Beyond all doubt, I must see that there is something in it for them."

After a day of cogitation and another study of his columns of figures, Mr. A. took his men one by one into the inner sanctum and outlined his plan to each of them.

He showed them the figures above quoted, and explained how they had been made up, and what each one meant.

"You understand as well as I do," he explained, "that there is but one thing for which any of us are in business, and that is what we can make out of it. The summary of business transactions is, How much is left of the difference between the cost price and the selling price, after the expenses are paid?

"By the figures I have shown you, it is readily apparent in what direction lies our future endeavor. Our problem is not so much to increase sales, or to lessen efficiency by too great a reduction of expenses. I confess that I am not satisfied with net results. The profit allowed by this showing does not repay me for the labor, the risk and the capital involved. I do not wish to reduce anybody, and I am glad to pay each of you boys all that you are getting. What I have in mind is to make the business pay each of you more, while it also pays me more."

(At that point each of the men began to show a livelier sense of personal interest than he had shown before. It began to get warmer in his personal corner.)

"Now, my boy," Mr. A. continued, "I have a proposition to make you. We will take as our basis the $20,000 of sales in the figures shown you. On the next total of that amount I will agree to take my $2,000 profit, the same as heretofore. On all profit above that figure, we will go halves. Of each dollar you sell that produces a better profit than the proposition I have indicated, one-half of said excess is yours and one-half mine. Now I want you to study up costs on the goods you sell, and so far as lies within you push those that will make more money for each of us. If a man wants, for instance, a hammer, sell him one that pays us a profit of twelve cents instead of ten. One of those two cents goes to you and one to me. You fully understand the game now. Just jump in and see what you can make out of it."

HOW IT WORKED OUT.

The men jumped in. They had been quickened on the right nerve. They studied not only the selling marks, but the cost marks as well. They prided themselves more on a sale of two dollars that netted thirty cents than on a three-dollar sale that netted twenty cents.

It had occurred to them that the value of the business to the owner was not so much in how large a total of sales could be checked off for a day, as on the profit accruing from the sales. It also began to dawn on them that there was a science in salesmanship as in other things.

When Mr. A. and his men had accomplished the next $20,000 total, this was the order in which results stood:

The goods sold at $20,000 had cost $12,000, the difference being in the larger profit made.

The gross profits had been $8,000, from which was subtracted the $3,000 of expenses (as before), leaving a net profit of $5,000. From this was again subtracted the $2,000 Mr. A. had reserved as his original profit, leaving an excess of $3,000 in clear added gain.

Of this $3,000, one-half, or $1,500, went to the clerks in proportion to the amount of the profit on their sales. The rest stood to the credit of Mr. A.

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THE HANDLING OF HARDWARE CREDITS

SEVERAL PRACTICAL EXPOSITIONS

Plans Followed in Successful Hardware Jobbing Houses—The Credit Man Always on Deck, With a Hundred Eyes Turned on With Searchlight Power—How He Learns to Tell the Difference Between One Who Can be Trusted and One Who Cannot—A Serious and Difficult Task.

As a searchlight is the eye of a battleship or of a fortress, so the Credit Man is the usual outlook of a business house. The one reveals the approach of an enemy who would despoil; the other has an eye open for the dishonest, the inconsistent or the too venturesome, who would exploit their own schemes at the expense of the house with which they do business. The Credit Man has much to do with the success of a jobbing house, and in the screeds that follow he relates some of the means by which his purpose is accomplished.

A Method of Central Ohio

By W. C. JAYNES,
Smith Bros. Hardware Co.

The writer has full charge of the credit and collecting department, and gives close personal attention to both credits and collections, and as "Eternal Vigilance is the Price of Liberty," so it is the price of "Good Accounts."

Judging credits is very much like judging human nature. The ways are various. Of course, financial worth is at the base, but it is not always necessary to have this, for good credit is often based on good character and business ability with small financial resources. Many merchants with low financial rating, attend well to their business and pay bills promptly, and with us this class of customers are in better credit than the ones who have a high rating and are habitually slow pay. We judge largely by our own experience with customers, and in case of new ones, we depend largely upon reference, as we think we can find out more about general conditions affecting credits from outside reference than from statements made by the parties themselves.

We also form our judgments largely from the opinion and reports of our traveling men.

We make it a point to employ traveling salesmen of ability and good judgment, and the credit department has found it of advantage to keep in harmony and close touch with them. An intelligent traveling man who is given to understand that he must look well into the matter of the credit of his customers, can be of great assistance to the credit department. His personal acquaintance and opportunity to judge of conditions, personal habits and business ability, affords opportunity to gather valuable information. This is especially the case when they see their customers often, as they do with us.

The peculiarities of touchy customers must be studied, and it requires some knowledge of human nature. Some are so unreasonable as not to be desirable, while others may become very good customers if we study their idiosyncrasies and humor them in their peculiar hobby. In most cases this can be done, and they become very good friends of the house.

We are very glad to be able to say, the Hardware trade and especially in this locality, do not come in contact with many really dishonest buyers. We do not recall one instance of this kind that we have had for a long time. If we had reason to think a buyer was dishonest, or buying goods with intent to defraud, we would quickly weed him out by pulling him up by the roots.

It is sometimes very difficult to get "quick, accurate and inside information about a customer's ability to pay," and if any credit manager has any sure way to do this, he is certainly drawing a large salary, and his information on this subject will be of great value to the trade. We use Dun's and Bradstreet's reports, and in addition as stated before, we consult direct reference and get the judgment of our traveling salesmen; and with this information, we form our opinion as best we can.

For collecting by mail, we use mostly the method of monthly statements. The writer goes through all sales ledgers at the close of each month, and makes out a list of all customers having past due balances. Statements are made of these, and before being mailed, they are all gone over, and such requests and notations made as seems to be required by each particular case.

A great many customers pay promptly each month, upon receipt of statement. For all such, we use this rubber stamp: "There is now due on your acct. as above..... Please favor us with a remittance for same and oblige," noting amount due in the blank, and also noting the amount due on statement in red ink at the proper data.

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For such as are inclined to be rather slow, we use the following stamp:

"Our extreme limit of time is 60 DAYS. For amount of above acct. now due..... please favor us with remittance by return mail, and oblige."

In case we wish to make draft, we use the following stamp:

"For amount of above account now due we will make draft..... unless you prefer to remit previous to that date."

Putting this on statement of the 1st, and usually making draft on the 10th, thus giving notice of our intention to draw. We have no printed forms other than rubber stamps. Of these, we have several in addition to those given, none of which are original or particularly new.

In all cases of accounts of long standing, a special letter is dictated, the contents of which are determined by the conditions of the account and any previous correspondence in regard to it.

All past due accounts are specially noted in this list made out each month, and from this list additional statements are sent or letters are written during the month. This list thus becomes a "Tickler" for the current month, and is referred to instead of the ledgers.

We wish to say in conclusion, that it seems to us that the jobbers and manufacturers selling to the retail trade should make a big effort to educate the retailer in the matter of his credit business. It is often stated that the lack of capital is the cause of many business failures: but we would put first, an injudicious credit business.

Could the retailers be shown the absolute danger of the average credit business done by them, and be induced to do either a cash business, or if doing a credit business doing it on business principles, with fixed terms and then following up collections on these terms, we are sure many of the business wrecks would be avoided, and the losses of the wholesaler and manufacturer would be materially decreased.

Speaking of capital being the base of credit, we might mention cases that have many times come to our notice in many years of business. For instance, a party with quite a capital starts in business, with little knowledge of business principles, and little business ability. In a short time his capital is impaired by reckless credits and the end is soon. Another party starts in business with little or no capital, but with a good reputation he secures confidence and obtains credit. He attends to his business, and above all, watches his credit business, and in a few years he has plenty of capital, and his credit is not questioned. Have we not all observed many cases like these?

Surely, then what we need is "Business Education."

Experience of Grand Rapids

By J. J. RUTKA,
Clark-Rutka-Weaver Co.

We have a regular organized credit and collection department that is looked after by at least two officers of the firm, and also the bookkeeper. The creditors are carefully scrutinized; we take every precaution possible to avoid opening up accounts that might turn out to be undesirable.

We judge creditors largely by the man who applies for credit himself, as to his personal character, his habits, his past record and also by his local surroundings, as to whether he will probably "make good" and whether his location is such that it would be possible for him to do so.

When we find dishonest buyers we investigate very carefully, and if we really find them to be dishonest, we just simply do not fill their orders. We get information quickly and accurately from any of the following sources whichever seems to be right: Either we go right to the place ourselves, or, if we cannot do that, we send our traveling men, giving them complete instructions what to look after, or we go to some reliable mercantile agency and get them to take it up; it all depends upon the location.

Our method of collection by mail is: First, we send a statement; if the same is not responded to within a reasonable length of time, we give notice of draft and finally make a draft; if the same is not paid we either send it to a reliable mercantile agency, or send him what we call "Pink letter for poor pay people." This is a part of our credit bureau which is a part of the Credit Men's Association. This usually brings about a settlement.

We rarely have to sue a customer, and very rarely have to take any steps towards closing him up. We think coaxing, and sometimes giving a little extra time asking for small payments along as he can make them, is usually better than to make an absolute demand for quick settlement. In this way we lose a very small amount at the end of the year and get our pay usually quicker than we would by resorting to bankruptcy or even lawsuit.

A Modern Boston Method

By F. N. CHASE,
Brown-Wales Co.

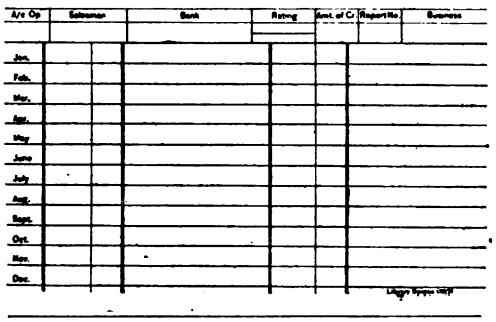
Our system of making credits and collections is practically the same as installed some years ago, with a few changes made from time to time that we thought expedient, and then only after careful consideration, as we endeavor to keep it simple and concise with as little unnecessary labor as possible, and yet furnish the desired results.

When the mail is opened in the morning, the letters that interest the credit department,

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orders and checks are separated and placed on the Credit Man's desk, who gives them his immediate attention, first approving those he is familiar with, and referring to the collection cards of those that are doubtful. If the account is delinquent and the order small, we approve it, make a memorandum and write the customer later in the day, unless we have some unfavorable information that would not warrant us in doing so.

Orders received from new customers are then taken up. If their rating is satisfactory, the order is passed and then all approved orders are handed to the various department managers for their attention. The remaining orders received from new customers not



BROWN-WALES FORM.

rated, and delinquents not approved, are investigated carefully through the agency attorneys, banks or references furnished us at the time, and if the information received from these sources does not warrant the extension of credit, we write them a nice letter thanking them for the order and expressing our desire to do business with them, but state the information received was not very definite, and ask them if they would not like to send us a brief statement of their assets and liabilities for our further consideration and for our use only. If the customer has faith in his ability to pay and sends us this statement, which perhaps may not look very inviting to us, we continue our correspondence in a friendly way, and ask him as a special favor if he will not allow us to ship this first order sight draft against bill of lading, or furnish us with a satisfactory guarantee. If the information would indicate that the applicant is of limited means, but honest, sober and industrious and his prospects of success good, we extend him a small line of credit, making a notation on the collection card of the amount and character of the account. This class of accounts should be watched closely, as it may be to our advantage to increase the limit, or it may be wise to discontinue the same.

We have a uniform system of making collections up to a certain point; after using our regular form letters, Nos. 1, 2, 3, 4, without results, each account has our Credit Man's personal attention, and the method employed has a wide scope, as no two customers are constituted exactly the same. In writing up our collection cards, we try to have it show the character of the man the customer is, so we may know just how to reach him.

Here are some of the memorandums: "Good pay, don't dun." "Sensitive, dun mildly." "Slow pay, but supposed to be good." "Always slow, dun often and hard." "Careless, but good, write nice friendly letters." "A crank, have the salesman take up the matter or call yourself personally, etc." "Pays drafts." "Don't draw," etc.

It is rather difficult to frame a fixed rule for dunning, but we believe it can be done with some degree of success up to a certain point.

Our terms are thirty days, and after an account has appeared on our collection card twice on the 10th of the month, we begin with form No. 1, and they hear from us every seven days until we have sent them our four form letters, which usually collects the most of our accounts. We are particular to send these letters on the above dates as it should encourage them to cultivate the habit of paying their bills with reasonable promptness and also after a customer has been with us a short time they know just what to expect after their account has reached a certain point. It requires a great deal of patience to be a good collector, and it has been truly said: "There is no more perplexing business problem than the collection of money; none which must be considered more carefully and none upon which so much depends. Those who show a disinclination to pay promptly or an inclination not to pay at all must be reached in a manner which will produce cash results, but that will leave no sting of enmity behind."

We are careful in writing dunning letters, but with system, have our little troubles, same as all the credit men, but we are ever on the alert for improvements. We are enclosing our collection card, also four form letters which should be changed frequently.

FORMS OF THE BROWN-WALES CO.

No. 1.

We would kindly invite your attention to that part of your account now due, and if you could find it convenient to favor us with an early remittance, it would be greatly appreciated. We hope this gentle reminder will reach you at a time when you are in need of something in our line, and you feel just like writing out an order to enclose with check.

No. 2.

We beg to again kindly call your attention to that part of your account now due, and we wish to assure you our present need for current funds is more urgent than the early part of the month. If you would make a spe-

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cial effort to help us in this instance, it would be highly appreciated, and can assure you would accommodate us. Is there not something in our large stock which you might need, and would like to purchase of us? If so, just enclose order with check and it will receive every attention.

No. 3.

We trust you will pardon us for again calling your attention to that part of your account now overdue; as we do not wish to appear too persistent or aggressive, but this has been an unusually hard month for collections, and naturally leaves us very short of current funds. Would you feel offended if we asked a personal favor of you to send us a check, so we can use it on the 27th inst., as we have a large payment that must be met. We hope you will take pleasure in granting same. Thanking you for past orders, which, we can assure you have been appreciated, and trusting we merit the continuance of same, we remain,

No. 4.

We regret it is necessary for us to write you so frequently for a remittance, without receiving a response, as we depend on collections from just such accounts as yours to meet our bills. Buying in large quantities from the mills as we do, we have to maintain their terms in order to secure prompt shipment and low prices; consequently, we have to look to our customers to respond in their payments in like manner, and hope to hear from you with a check by early mail.

A Thorough System of Credits

By W. W. WEBBER,
Webber-Ayres Hardware Co.

In response to your inquiries as to methods in a special department, I would say, first, that we have an organized credit and collection department under the immediate and exclusive supervision of the writer. We judge credits by making inquiry of the banks, and of those whom we know are in position to be conversant with probable debtor's financial condition, and that means his holdings, his environments, his opportunities for success, his honor and integrity and energy.

Money is not the only feature that interests us. Some of the greatest rascals I have ever known were in good financial repute. We handle a "touchy and uncertain" customer in the way the writer was trained by his preceptor, and that means with care and good judgment, remembering that Brown will not put up with what Jones will. We weed out dishonest buyers after experience with them, or by getting their history from other jobbers. We always communicate to an inquiring jobber every characteristic of a buyer or firm inquired about. We get the commercial reports, and all other information available, until we are satisfied that a customer has ability, also inclination to pay.

Our method of collection by mail is simple and effective. We send statements of amount due once each week, from A to Z, transcribing the name and amount to a card in an alphabetical index kept by the writer, from which he can easily ascertain just how many statements have been sent, and the course of payment taken by the debtor, and the card, having eight lines, and the debtor permits statements to be sent until the card is full, we immediately conclude that he needs prompt and vigorous attention. We then draw, sue or do whatever else we deem necessary.

I want to go further and say that the creditman should, if at all possible, familiarize himself concerning the characteristics of the customers of the house, should be kept advised of all claims made for overcharges or damaged goods, i. e., everything that can give him a line on the disposition of the particular customer making the complaint. He will then be enabled to get a line on men he has never seen. Furthermore, while I am not a stickler for a hard and fast rule anent the duties that are to be performed by the creditman, buyer, manager or otherwise, I do think that his ipse dixit should and ought to go, when there is a division of opinion.

The writer has been creditman for a number of years, for his own company and as a hired man of another. Let me repeat, in conclusion, the words of the man who first put me in charge of the credits of his vast business, to wit: "My boy, I want you to remember that you will have to treat every account you have just as if it were the only one you had, because Brown will not put up with what Jones will stand." I do not know of a more happy or a better expressed piece of advice. There is yet much to learn, and the writer is seeking information all the time, and will be pleased to read what may come from the pens of those more able and experienced than he is or can ever hope to be.

My sympathy goes out to every creditman, because he is the most universally cussed and discussed man about any business.

A Method of Trust and Persuasion

By JAMES R. NUTTING,
Sickles, Preston & Nutting Co.

Until we heard from you, we did not realize that we had no definite system of credits. This is an old house, more than a half century old, and still in all of its experience, and with different managers, it is a startling fact to this manager that there has not been some method of handling credits established before this.

Well, in the first place, we have long ago adopted this rule, that if a customer pays he is good, and if he does not pay he is not good, no matter if it is a national bank. Before opening a new account, we try this way: Procure, if possible, a statement from the customer of his own affairs and financial strength, get the

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mercantile reports, and also our salesmen's knowledge of the character, habits, experience in business, amount of insurance carried, etc. With these precautions we seldom, if ever, lose the first bill.

When we are in doubt, we give ourselves the benefit of the doubt; write the party we regret that we cannot learn of his good credit sufficiently to justify us in opening an account, enclose an invoice and ask for payment of the first bill, less cash discount, before shipping the goods, giving him time to furnish this knowledge and ourselves time to fully investigate his worth and desirability as a customer. Generally this letter will be acknowledged favorably, enclosing check, and also the information desired. If he is not worthy of credit, we expect an abusive letter, that we can keep our goods, and that he will buy of better men, etc., which means—in his judgment—we are not as easy as he anticipated.

In making collections we find that sending a statement to all customers once a month, whether due or not due, for comparison, and to correct errors—if any—has proved satisfactory. Ten days later, if overdue accounts have not been paid, we write a mild letter calling attention to the fact and asking for a remittance, then, after waiting a reasonable time, make a sight draft for the past due balance. If this is not paid we try coaxing or the aid of an attorney or collector.

Thorough Southern Method

By J. Norman Wills,
Odell Hardware Co.

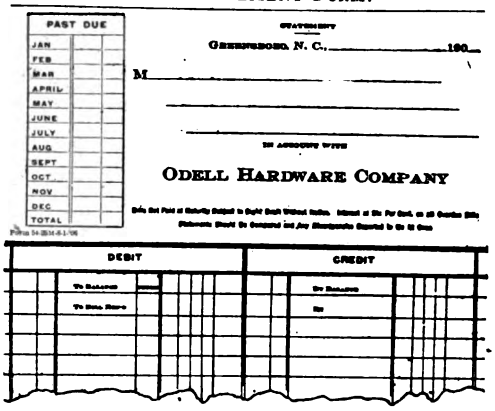
In regard to the operation of our Credit and Collection department, taking up the points covered, we would say: This department is under the management of the writer, who has the co-operation of the bookkeepers. We use a file for mercantile reports, and a vertical file for correspondence, which is separated from the general correspondence file. We pass upon the credit of new customers from information which we are able to obtain from the usual sources. In the case of an old customer, we are governed not only by the account, but by the estimate we are able to form from our correspondence and previous dealings. We try to handle every customer, including the touchy or uncertain, in an individual manner, after obtaining such information as we may be able to procure.

We think the number of dishonest buyers is relatively small. We do not make a feature of this class. As a rule, ordinary references do not reveal him, but the opinion of the attorney, or his bank, may be of value as to his general reputation.

We are subscribers to Bradstreet's, Dun, the Credit Clearing House and the United States Fidelity & Guaranty Company's system of guaranteed attorneys. We have added lately the National Safe Guard Co., but have had no experience with it. We expect our salesmen to give at least three mercantile references besides the customer's bank.

Statements are made the first of each month of all running accounts, also, of past due accounts and of accounts which will be due during the current month. The first two are mailed at once; the last filed in the daily file and sent out the day the bill is due. Notice of draft, covering over due bills, is usually given. Special letters are written if the case seems

Odell Statement Form.



Odells Yellow Slip.

Greensboro, N. C.,

M.....

.....

Dear Sir: Referring to our statement of account of the 1st instant, we beg to call your attention to amounting to $....., now overdue. Kindly forward check to cover same not later than the.....instant, and greatly oblige,

Yours very truly,
Odell Hardware Co.

to warrant it. From the 10th to the 15th the ledgers are again worked over, and the "yellow slip" sent to those who are behind, and who are not receiving special attention in the way of drafts or personal letters. Sample statement form and collection slip are enclosed.

We believe that the individuality of the creditor should be preserved in collection methods, and stereotyped forms and phrases should be avoided. The individuality of the customer should also be considered. While of course the Credit Man does not have the same opportunity of judging these individual charac-

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teristics that the salesmen have, it is no less important that he consider them, and use such means as are at this command to determine how each account should be handled.

A System Used in Denver

By JOHN J. DILLON,
Dillon Hardware Co.

Yes, we have a credit department, but do not employ a man solely for that department. As to difficult customers, we always meet them with a smile, and not find fault with the amount of their purchases. Advance a willingness to favor them in odd and end particulars, which in ninety-nine cases out of a hundred they are not in the habit of seeking. The dishonest class, generally, weed themselves out too quickly to gain much advantage through their methods, and am also pleased to say that such class seems to be about as scarce as "hen's teeth" throughout our territory. We depend upon mercantile agency reports, taken together with such reports as our salesmen make us regarding the party seeking credit. Salesmen take into account the section a party is located in, the class of competition such party is up against, the size of stocks, and apparent amount of business to come to the town from its tributary region.

We do not permit salesmen to act as collectors, except in isolated cases or upon written instructions from his house. We make sight drafts on accounts overdue five days; where customers have stated objection to draft settlement, we use Form No. 1. If money is not forthcoming in ordinary course of mail, or within say five days more, we use Form No. 2. If the account, without some mutual arrangement for extension of time is not paid 30 days after due, we use Form No. 3. As our business has more than doubled in six years, we cannot find that a method employed of close collection is detrimental to its success, and never shows a loss to exceed one-half of one per cent. Fully half of our accounts are settled without the process of drafts, close to their maturity, so that experience enables us to treat this class without annoyance.

FORMS OF DILLON HARDWARE CO.

No. 1.

DENVER, Colo., ...

.....

.....

Dear Sir—Your account with us, amounting to $....., is now due. You have previously requested us not to make drafts through bank upon you. Owing to the existing stringency in all money centers, at this time, it is absolutely necessary for us to make all our collections promptly at the date they are due, to enable us to meet our obligations.

We must, therefore, request that you give this notice your prompt attention, and send us remittance as called for at once.

Thanking you in advance for prompt attention, we are, Yours truly, THE DILLON HARDWARE CO.

No. 2.

DENVER, Colo., ...

.....

.....

Dear Sir—We are very much surprised to have our draft for $..... returned to us by the bank unpaid. You are equally well aware of the present stringent conditions of the money market, and should have treated our request with due consideration. We must, therefore, advise you that it is necessary for your payment of the above stated amount to reach us not later than inst, without further delay.

Yours truly, THE DILLON HARDWARE CO.

No. 3.

DENVER, Colo., ...

.....

.....

Dear Sir—Our draft upon you for $....., has been returned unpaid. In sending you statement of account, we advised you that we were obliged to insist in all cases where our drafts were not honored that your remittance by same mail direct to us be made. The conditions existing at the present time absolutely prevent our being in position to carry this account past its *due date*. You are, therefore, with this advised, that if we do not receive payment at once, we must take immediate steps for its collection. Yours truly, THE DILLON HARDWARE CO.

NOTICE TO CUSTOMER OF DRAFT.

DENVER, Colo., ...

.....

.....

Dear Sir—We have this day made draft upon you through, of, for $..... This amount represents past due account, and as we advised you at the first of month that not hearing from you with remittance prior to this date, we would make draft. We trust that you will honor draft with payment, upon notice from the bank collecting, and very much oblige, Yours truly,

THE DILLON HARDWARE CO.

The Salesman's Account

A Hardware traveling salesman of years of service and varied experiences was speaking to a representative of the HARDWARE DEALERS' MAGAZINE of a discussion related in these pages in the last preceding issue. It was among a number of employers as to the best method of handling the traveling expense account, and as to what latitude should be given in the charging of expenses to the house. The summary of opinion seemed to be that while all possible confidence could be placed in the men, it was best to keep a close scrutiny of this source of outgo, and to recognize only such entries as seemed incidental to the direct selling of goods.

"I wish I could have taken part in that discussion," this salesman said. "I would have begun by enlightening them on one point.

"That is, that no factory or wholesale merchant can find more reasons for vexation in this question than do the men themselves.

"I have been on the road a great many years, and I would have drawn on my experience, and out of my personal knowledge, for a fact that is no doubt unknown to the most of them. That is, that when the salesmen of various houses gather in a hotel of an evening, or on the cars in travel, there is one subject that is discussed more than any other—and that is this matter of expenses, and the trouble that a salesman finds in squaring the active needs of the road, with the ideas and expectations of the house.

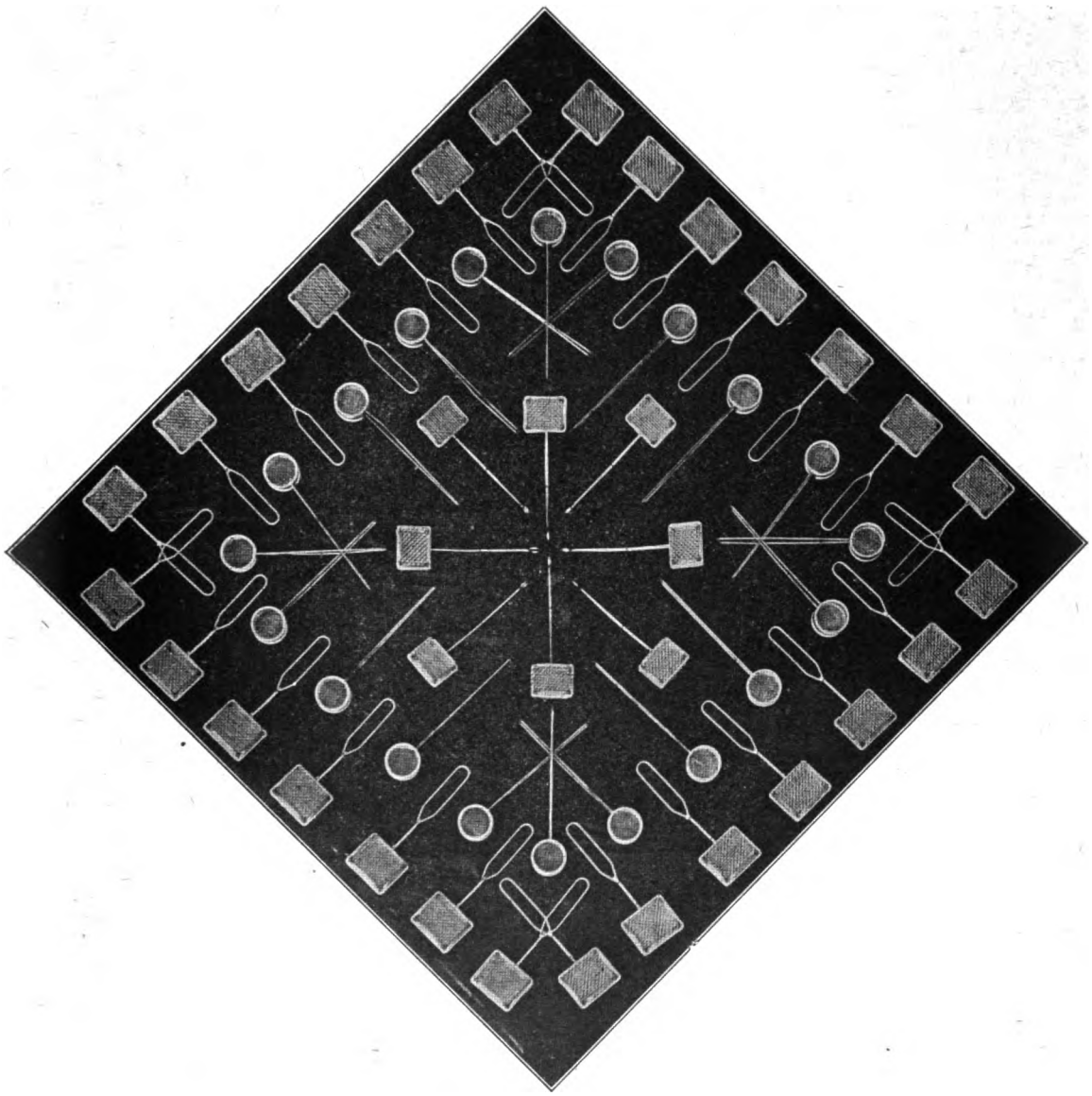
"I would have further informed them that if the salesmen could have their say, some general system or universal set of rules would be adopted. It seems to me that the National Hardware Association, composed of

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jobbers, and the American Hardware Manufacturers' Association, composed of the other class of employers, could do no greater service to the trade and certainly no greater one to the men who dispose of their goods, than to take up this question, and investigate it until some plan of reform could be decided upon. Some system evolved by which the items to be charged in the expense account could be known of all, and made binding so far as all salesmen are concerned. It would make the men better satisfied, and do away with such abuses as may have grown up in the past."

Wire Goods Window Display Suggestions

The Wire Goods Co., Worcester, Mass., have issued a booklet, entitled "Display Suggestions," being reproductions of a number of Window Displays which they have made and reproduced in bound form. They are devoted to showing how even a line of Wire Goods can be arranged in attractive form. The illustration herewith shows how thirty-six pieces of one pattern Soap Holder are used together with twenty pieces of another style Soap Holder. The display is simple, yet eye-catching. The effect of these pure tin goods upon black cloth is good.



Simple but Striking Display of Kitchen Wire Goods.

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Uniform Catalogue Sheets

To the Editor:

It is said that a poor workman is always complaining of his tools; that a good workman can do a very good job with anything. This may or may not apply in my case. I have read with a great deal of interest reports on advertising by folders and booklets furnished by the manufacturer to jobber and then to dealer for consumers and am of the opinion they are worth the while and are a great benefit to those who persistently send them out and wish to call attention to that furnished a salesman with which he is expected to get orders that will move the goods. This we must depend on as not more than ten per cent. of the jobbers have their own catalogue, so ninety per cent., who are, of course, smaller jobbers, but on account of numbers handle a majority of the goods sold and must use whatever means are available to exhibit our wares, or rather the manufacturers' wares, by catalogue to make sales that mean shipment or actual business done. Every manufacturer has a catalogue or photograph by which his salesman sells the jobber. He sends folders, booklets or catalogue for salesman to represent his goods to the dealer. (This is usually the case.) Now we carry as many of these extra catalogues as an ordinary man can get on a train with by taking a set and "heave" to put them on the platform of his car. Yet we do not have more than ten per cent. of what we need; still ninety per cent. of the luggage we do have is useless as we carry only a small amount of what each catalogue represents. I will say no manufacturer should get the idea that his entire line will be advertised by trying to force us to carry his catalogue, as, fifty chances to one, it will not be carried, as we simply have our load. Then we must use some folders or clip the cut from his catalogue and paste in our general catalogue, that makes it look like an "old maid's" scrapbook, or write on the narrow margins as a girl does her letters; this is often overlooked or not found when looked for. In all such cases it is up to the salesman to make the best description possible to make the sale, and seventy-five per cent. of the goods sold is by orders through traveling men from manufacturer to jobber and jobber to retailers by these "cuts."

The dealer advertises, but when he makes a sale it is usually by exhibiting the actual goods, which is the best advertisement. To illustrate: There are twenty-four cuts of hames in my catalogue. We carry fifteen different styles or kinds, of which two are correctly represented in the twenty-four cuts. So with this explanation, which I trust is sufficient to show how the country salesman is handicapped and of whom a good deal is expected, who is a source of continual necessary annoyance and constant worry to his employer. As some one always has a new scheme for employing us, will ask that they give us a little assistance for a new scheme. Let the jobbers' associations as well as the manufacturers' associations furnish us a uniform size sheet suitable to put in a loose leaf binder; the extra margin can be filled with description and merits of the goods, and this sheet can be put in with its class of goods and marked by an index sheet. This will also give an opportunity to keep up with the new inventions that come out continually; also the changes that manufacturers make in what they already produce. It will relieve us of the burden of stuff we do not carry and burden us with what we have in stock. It will save time and explanation to the dealer that "We don't carry it." This finally grows monotonous to him. He leaves the book, looks over the house, notes what he is short of that he usually carries, gives us an order for his shortages, walks away with the usual remark, "That's all today." I know persistence counts—but, as a rule, that is all we get.

Would like to have as many advocates for this uniform sheet as possible. I know the manufacturers will be willing to furnish, so that their goods will be represented as they really are. The theory is open to salesmen and sales managers. Let us agitate the matter so as to get something done in the next convention of the jobbers' association and the manufacturers' association, giving us a uniform sheet, with which we will build our own catalogue.

If this can be accomplished during 1908, it will have done more for the small jobber, who is usually a dealer, as we are, than any association we have ever been in. While this will turn things about generally, when once established, it will be an easy and convenient system.

A TRAVELER.

A Trade Sawyer's Philosophy

If Monday's work baffles the while,
Grip the saw and resolve to smile.
Keep-er-goin'

If Tuesday's mail adds to the pile,
Bend your back in sawyer's style.
Keep-er-goin'.

If Wednesday's knots are yet uncut,
Try turnin' the log to get out o' rut.
Keep-er-goin'.

When Thursday wanes and you buck the task,
Vote a day off for a fishin' bask.
Keep-er-goin'.

If Friday's sport breaks up the spell,
Decide next day your story us tell.
Keep-er-goin'.

As Saturday closes the eventful week,
Write us 309 Market Street.
Keep-er-goin'.

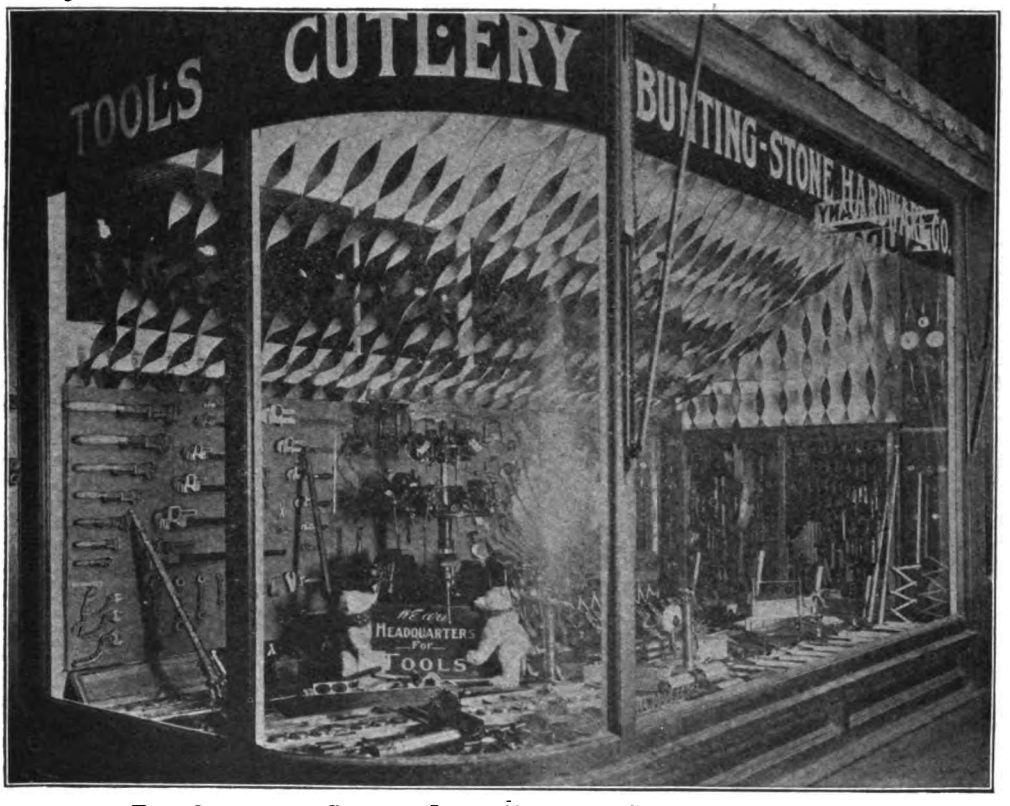
C. W. GAUSE.

San Francisco, Cal.

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A Tool Window Display from Kansas

From out of the West many excellent window displays come from time to time. The one reproduced in this connection is another one that has proved not only attractive to the onlooker, but also has sold the goods. It is a tool display in the city sales department of the Bunting-Stone Hardware Co., Kansas City, Mo. There are display boards showing monkey and pipe wrenches, anvil display stands, fine machinists' tools in glass covered display boards, and a multitude of small tools scattered about the window floor. Unfortunately the ray of light blurs the striking arrangement of hand saws in the center. The fact that all goods in the window are tools, save the large Teddy Bear, draws the interest of every mechanic. Even the Teddy Bears are there for a purpose, as they show off some dog collars. In many displays a very few articles will attract attention and effect sales, and at the other extreme a large volume of one kind of goods, as in this instance, will also rivet attention, and the variety is sufficient to interest a large number of people. In the average American mind, it matters not whether men or women, boys or girls, there is that desire to possess, and if you properly present to the class of people to whom it is desired to sell the goods, you will not be disappointed in the results. If the display in the window gets the people within the store door, it has accomplished its purpose. The rest of it is yet another story.



Tool Display by Bunting-Stone Hardware Co., Kansas City, Mo.

Fossilized or Up-to-Date?

Newspaper advertising is one of the best methods of introducing oneself and one's goods to the public. Its methods are many—some new and original, some old and conservative. With so many forms and ways of advertising before him, which will the merchant select? If fossilized, he will always cling to the way of doing things of fifty years ago, when he entered into business; if conservative, there will be sufficient plasticity of mind to reach out to something new, but the movement will be slow, and the changes in his old methods will be few. It is different with the progressive man, for he is always looking toward the borderland of enterprise, eager to grasp everything new that can be used by him to the betterment of his methods of advertising. He wants to know how to use his medium of publicity to the best possible advantage to his trade.

A large failure generally means that a moderate success is despised.

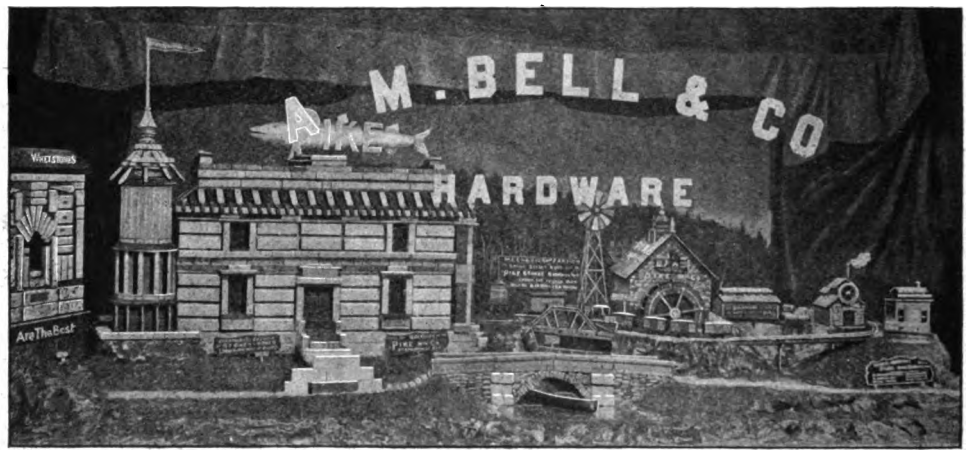
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Display of Scythe and Whet Stones

In a window display competition inaugurated last year by the Pike Mfg. Co., Pike, N. H., with New York office at 151 Chambers street, the display made by A. M. Bell & Co., Halifax, N. S., came off with first honors. The description of same follows:

In the north corner, diagonally, is situated the Pike railroad station, constructed entirely of Pike's Whet Stones and Scythe Stones, also Razor Hones, numbering 380 in all. The building represents a modern stone structure, with projecting cornices, columns, etc., and is two stories, with mansard roof, part of which consists of 62 pocket knife hones, showing alternately black and white sides, handle projecting over eaves to form cornice. In face of building are art glass windows, etc., with mahogany sashes. On right corner is round tower, constructed wholly of stones on which is displayed signboards, advertising Pike's Whet Stones, etc., and sign on roof of Pike's station topped with red, white and gold flag. On roof of building is a large Pike, supporting letters "Pike" in pale green gilt border. Coming from back of station is an electric train, locomotive and four box cars. Cars bear the words "Pike branch B. & M. R. R.," and advertising the Pike stones. Train winds around picket fence made of pocket knife hones and runs south. On left side of train is seen the railroad water tank and pipe, and on the opposite side of track is a shanty marked "Pike" over the door (residence of tank-keeper), behind which a weather-worn advertising board, reading "Mechanics and Farmers should select none but Pike's stones; superior to all others; known the world over. For sale by A. M. Bell & Co., Halifax." Further south is seen the windmill revolving; train passes behind main factory, then passing on to export warehouse, on the roof of which is seen the words "Pike Mfg. Co." On front of building is advertisement, viz., the words: "Headquarters for sharpening stones of every description. Pike Mfg. Co." On gable of warehouse is painted "Export Warehouse." Train then turns south and passes another warehouse with "Pike Mfg. Co." painted on the roof, and on front, "We sharpen the tools of the world." Then passes on right of the emery factory, which has power wheel revolving in front gable. Painted on roof is "Pike Mfg. Co." Directly across track is situated the shipping office and railroad platform on which are numerous boxes of stones marked "Pike's Whet, Scythe and other stones."

Roof of shipping office reads, "Pike's Mfg. Co.," also has sign, shipping office. Between doors in front is shield sign, "Pike's Razor Hones beat all." From there turns north and crosses trestle work, beneath which is seen the quarry, from which the rough stone blocks are hauled by a ladder chain (each block being lashed with a small chain) from a tunnel in quarry to opening of factory, situated on edge of quarry. Quarry shows three depths, and is built of corkwood sawn smooth to represent correct fiber of stone, and painted in different shades. Near trestle work is shaft box, through which the belt revolves wheel in emery factory and passes down to quarry. On shaft box is painted, "Dangerous; stoppage at bottom is sudden but hard." At front entrance to quarry is seen a small mining car, containing slabs of stone, car being marked "Pike Mfg. Co." Train next passes on left of main factory, to which stones are hauled from the quarry. On front gable is large water wheel revolving, above which is painted, "Pike Mfg. Co." On sides of roof is also "Pike Mfg. Co." Train makes sharp turn at factory and passes a deep gorge. Sign at bridge entrance reads, "Dangerous; look out for the engine." Beneath the bridge is rock gorge, showing water at bottom, and close beneath center of

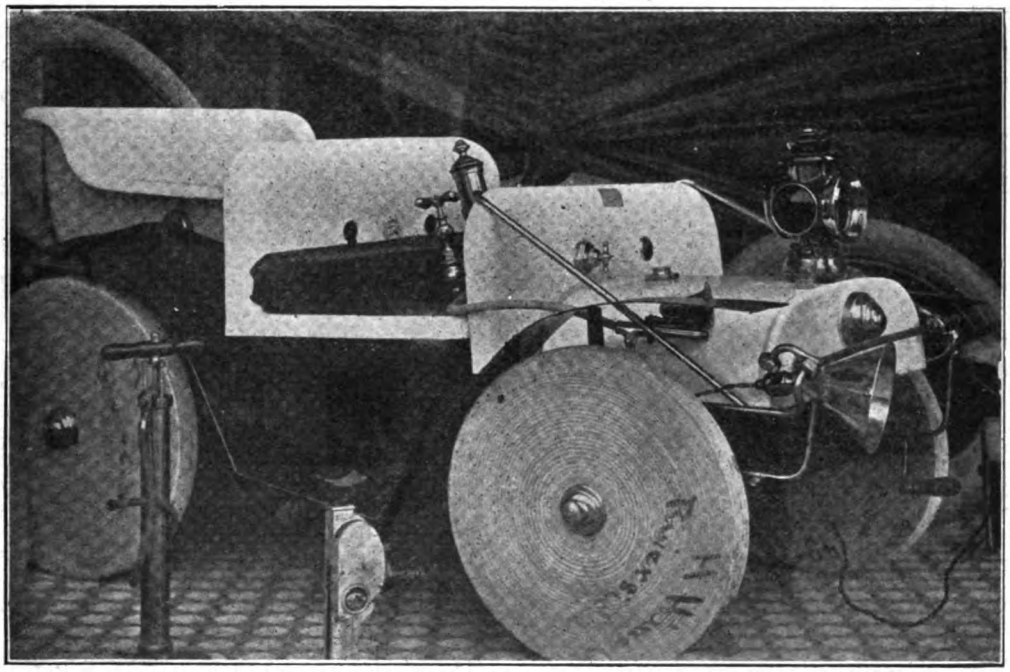


PRIZE WINDOW DISPLAY IN STORE OF A. M. BELL & CO., HALIFAX, N. S.

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bridge is seen the flume and elbow supposed to carry water to undershot wheel in factory. In center of flume is small sign reading, "Spooning on the Pike is strictly prohibited. By order Pike Mfg. Co." Train next turns north and enters gable of the station, the sign "Pike" being above the door, also "1907."

In center of window below cliff, on which factories are situated, is a rustic-arched bridge, constructed of 173 Scythe Stones, and beneath which is seen a pond, on which a small canoe, laying partly under the bridge arch, above which is a sign reading, "Lovers' Rendezvous."



Hardware "Auto" Display by Hinde Hard ware Co., Riverside, Cal.

At north end of bridge is seen the grass terraces of the station house, on either sides of main entrance are signs reading, "Constructed entirely of stones and hones (380), Whet, Scythe and Razor, from the quarry of the Pike Mfg. Co."; also small signs, "Keep off the grass." Running along front and south end of window, at foot of elevated ground, etc., is a rocky road, built of scythe stones, dyed sawdust, etc., in front of which is a small rock cliff, then flat grass walk, and bordered with rocks to front of window. The background is a wood scene showing trees, rocks, etc. On extreme north is placed your show card, displaying Whet Stones, etc., resting upon a grass terrace.

S. S. Wetmore, the window dresser for the concern, states that, barring the show card and electric train, every portion of the display in the window was his own handiwork, even to the water connections and constructing the wheel to supply the power for running the factories, windmill, etc. The electric connections, track grading, etc., were also done by Mr. Wetmore.

"Auto" Made of Hardware Articles

The Hinde Hardware Co., Riverside, Cal., recently made up from their Hardware stock an automobile, which attracted marked attention. The wheels are of grindstones, the side lamps are incandescent electric lights, a bath hose runs from the chauffeur's seat to the horn, etc. The "auto" has the regulation lamp on top of radiator hood, seats for chauffeur and other passengers, etc.

Look Prosperous

Look prosperous if you want to be prosperous. The motto, "nothing succeeds like success," is true of retailing as of everything else, and we all know that the busy store attracts trade just because it is busy. The problem before the average retailer is, primarily, "How to attract the crowd," not "How to sell goods," and when the former has been solved, he is not likely to have much trouble with the latter proposition.

Hardware dealer (to undecided customer come to purchase a dog trough)—"Would you like one with 'dog' painted on it, madam?"

Lady—"No; my husband doesn't drink water and the dog can't read."

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Hardware Conditions in Cuba

Cuba is becoming a great market for American Hardware, but it is also being exploited to the utmost by the Germans and the Belgians. Probably the most striking factor of the importation figures for 1907 when a dilatory "Hacienda" publishes them will be the increase in German goods.

There are now a few American houses which set an example to the Spaniards in methods of arrangement and display, and they come as a welcome relief to the disorder and carelessness of the native stores. The Spaniard, as a rule, is the untidiest person in the world, and it is a job to obtain any article out of the ordinary in a Spanish store. He has little idea of order, and absolutely none of advertising his wares. On the other hand, when manufacturers send him advertising matter he is only too pleased to display it, and does his best to push those lines. The obstacle to this course is that the majority of such advertising matter is in English, whilst the vast majority of customers are Spanish speakers. If manufacturers of staple lines would prepare their matter in Spanish they would give a great impetus to their trade in the island.

Business has been pretty good in the island through the winter. The drought in the interior has given a setback to farming implements, but on the other hand there are many thousands of acres being cleared and laid under cultivation, and this should in some measure compensate for the drop in other parts. There is fortunately no fear of a drought as severe as during the past year. The number of American and Canadian colonists is always increasing and wherever they go they insist on the introduction of home-made goods.

Nearly every store in Cuba stocks roller skates and the business done in these is almost incredible. Safety razors are another safe line carried by most houses. Trade in enamel kitchen utensils is universal, as also for bedroom ware. American beds arrive on every steamer and are popular.

The demand for wire netting and fencing of every description has been very good and will continue to increase throughout the summer. There is a good opening in this island for mail boxes. The primitive custom of the postman throwing the letters through the window or into the hallway has much to condemn it, and it is not everybody who can pay for a box at the postoffice. Indeed, there is not a postoffice in the island which is sufficiently large to accommodate all requiring boxes. Other lines which are badly needed here are gas cookers and stoves. Rarely one may see a Manning-Bowman to feast one's eyes on. The general custom of rooming here makes some such article a necessity for the ordinary alcohol lamp has innumerable drawbacks.

The general insecurity of the houses and the promiscuous way in which people are allowed to wander about them, has caused a shout for safety locks to fit wardrobes, chests and boxes. The banking system of Cuba is only in its infancy. The great majority of the people still keep their savings in some piece of furniture in their room. The average of robberies in Havana is far higher than in any other town in the world of similar size. The same remarks apply to country towns. Small safes had quite a run amongst the smaller traders, but they are too conspicuous and rather unportable for the clerk or office man who are the general victims of the thefts, which keep the town in a state of terror.

Horseshoes are a standing necessity. The bad roads of the towns and the country make the wear and tear exceptionally hard. Harness polish is another good line which finds a ready sale.

German cutlery is very common throughout the island and similar goods from the States do not find the same sale as they ought to. Some importers say that the Germans give longer credit and as the same complaint is found in other trades it may be a good reason. Cuba is of course a two crop island. Only at one time in the year is money really free—after the sugar has been harvested. It is generally necessary to arrange credits to fall at that time, but there is no reason to be anxious. The Spaniards of Cuba are very honest and it is certainly the exception for any trader in the North to find himself left by one of them.

Another thing very necessary is to have some knowledge of the country and its products. As an example of what I mean, a little while ago I found a salesman in Pinar del Rio trying to sell lawn mowers. Lawn mowers are of no use in Cuba. Their number is infinitesimal. Why? Because there is no lawn to mow. Another instance was a salesman who was selling stock farm articles in the province of Havana. Now the cattle in Cuba are all in Camaguey, and Santiago and Santa Clara.

The present year will see an enormous number of new buildings erected throughout the island. This should give manufacturers in the north a fine opportunity to get in their stuff. Practically every class of building material and sanitary appliance is wanted and wanted bad.

A. M. P.

Emanuel Lyons & Son, Kingston, Jamaica, wholesale and retail Hardware merchants, have issued a wall calendar. At the top is the name of the concern with mention of the lines of goods handled, together with a plantation scene. On the monthly calendar sheets is noted the days the store will be closed, such as legal holidays, and also in the unoccupied squares is brief citation of various goods carried in stock.

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SOME UNPLEASANT GOODS TO RETAIL AND THE REMEDY

Any article that is kept in an inconvenient or out-of-the-way place, comes under the head of unpleasant goods to retail. How many otherwise truthful clerks—and their employers, too—have sent customers to another store for ten feet of barbed wire, with the cellar full! It is no wonder a clerk says, "We are just out," to a boy asking for a sheet of tin, with the stock kept in a wareroom about a mile away.

GETTING RID OF BLUE MONDAY.

For a long time we kept wash boilers on the very top shelf necessitating a climb up a long ladder several times to show the line, and as many times again to replace them. Finally we decided they must come down once for all. It is doubtful if there is any business that requires so much room as a Hardware stock; therefore every nook and cranny should be utilized.

Did you ever look around and decide there was no use buying any more goods, badly as you needed them, as every available space was filled to overflowing? Then, by considerable work changing goods around, and running in some extra shelves, have found just the room you wanted. We had a room in the rear of the store used as a general stock room. This we rearranged, painting the rough boards, and on one side building deep shelves, just deep enough and high enough to take two No. 9 boilers side by side, nesting inside these a number 8 and 7. As these bins ran clear across the room, there was space for all the kinds carried in stock, as tin, tin with copper bottom and rim, galvanized and all copper. Into this room were assembled all the large articles pertaining to wash-day. At the bottom on another side of the room were arranged in deep bins, the various sizes and kinds of wash tubs; above them the stock of clothes wringers and sad irons. On the third side of the room, also in deep bins, was placed the stock of wash boards, clothes bars and drying arms. A space was left for ironing boards. These were placed upright, but arranged so the customer could see the different sizes, and any board could easily be slid from the pile for examination. Extending over the door frame were lengths of half-inch iron pipe, each just long enough to hold one dozen coils of wire clothes lines. The cotton lines were kept in bins with hinged covers. With these arrangements, wash day was no longer blue Monday, and the goods pertaining to that day became among the pleasantest in the store to sell.

AN EASY WAY TO HANDLE WIRE CLOTH.

At first the wire cloth was kept in a case of pigeon hole bins, large enough to hold one roll, extending from the floor up, about six feet. At the bottom the black and galvanized started running up from eighteen inches wide to forty-eight; above that came the copper. The only way to get at the wire was to pull out the rolls. There being some weight in a full roll of 36 to 48 wire, the roll was then laid on the floor and measured and cut there. Then the roll must be lifted up and put in its proper place—eash process a back-breaking operation—so there was strong temptation to let the rolls lie on the floor. Under these conditions a call for wire cloth came to be dreaded. Immediately adjoining the wire cloth rack was the glass table. At one end was made a four-sided wire cloth rack, fastened so it would not slide around out of place, but would turn on casters. This rack was tapered with the supports made half-circle shape with trunk rollers so placed in the half circles that when the end of the wire was pulled out the roll would turn on the casters. The top arms held the small rolls, the width increasing toward the bottom, the widest roll being 36 inches. To get at the rolls on the other side, the rack simply had to be turned around on the casters. Running across the table at the bottom of the rack, a long wooden roller was so placed that when a piece of wire from one of the top rolls on the rack was wanted, it was pulled down and slipped under the roller. In order not to bind on the rack when pulled down straight, the wire ran over rollers extending across at the top of the half-circles, made of gas pipe slipped over quarter-inch iron rods. At the foot of the rack, between it and the long roller, were a pair of half-circles, and in this was placed the long rolls over 36 inch. These long rolls were kept in the same shaped rack with pigeon holes as at first, only they had rollers in them, which not only made it easier to replace and take out the rolls, but permitted them to enter without the wire binding and leaving part protrude. The measuring and cutting being done on the table, the double strain on the back was avoided. The whole force wondered why no one had thought of this plan before.

BARBED AND PLAIN WIRE.

Barbed wire excels in the "unpleasant" feature, so much of a bugbear has it become that some dealers refuse to cut the wire at the store, letting the customer have that pleasure, charging him with the weight of the reel and crediting what is returned. No device can do away with the barbs and the danger in handling it. About the only thing to do is to do as the farmer does—place the reel in a rack so it will turn as the wire is pulled off. Smooth iron wire is unpleasant only from the annoyance of getting at a small quantity from a full bundle without having the whole kinked and twisted. When a roll is opened and the outside end started, it comes off the roll

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well enough, except where the coil rests on the floor, then it requires both hands and feet to control it. If the coil is placed on hooks driven in the wall to conform to its shape, the weight is put on the inside and when the end is started the wire will come off in coils without kinks.

POULTRY NETTING.

Usually poultry netting is cut off where there is plenty of room, especially a long stretch. As the main store room is out of the question, an alley or the sidewalk is often used. The problem of width cannot be solved, but that is not over six feet, while that of length can be modified. In a stout rack tapered so it will hold widths from six feet at the bottom to one foot at the top, place the netting on adjustable rods or rollers, so they can be pulled out and fresh rolls substituted. In measuring, the wire can be gathered in laps as it comes off the roll, so that when cut the rolling up will start from the cut end. One man can handle 72-inch netting, if in starting the roll he will fasten each end and along the center rolling tight, then in a few turns the six feet will roll up as easily as the four feet.

PAINT OILS AND LUBRICANTS.

The patent pump tanks with measuring device have lessened the inconvenience attached to handling some of the lighter oils that are in active demand. For other oils that are called for in small quantities a very convenient way is to have galvanized cans with spigots attached, holding from 5 to 10 gallons These cans may be placed on a rack, with as many tiers as necessity requires. This plan is especially convenient for machine, castor, lard oil and Neatsfoot oil. There are some oils that are used direct from the barrels and the tapping of a fresh barrel generally means the expenditure of considerable muscle force. Where barrels are tapped on the side and placed upright they can be set in place by using a truck. If it is necessary to tap the barrels on the end, a block and tackle lessens the labor, if there are not over four barrels to each tackle. A chain is fastened around the barrels much as a shawl strap is used. This plan works equally well with the metal as with the wooden barrels. For absorbing the waste oil, sawdust is generally used, but this has the disadvantage of being inflammable. Sand absorbs oils equally well, is cleaner and not at all inflammable.

GLASS.

If the cost of a patent glass board places a bar to the ownership of one, a convenient, practical table can be made in the store. The frame should be made of heavy stuff about 3x4 in., with not less than one-inch thick boards for the top, 1¼ is preferred, screwed down to prevent warping. At the back of the table drive flooring brads so they will be exactly one inch apart and extend about ¾ of an inch above the table. At the front of the table a steel square can be inserted at the corner and the extension of marked dimensions continued along the table by inserting a yard stick flush with the table. A straight edge of hard wood about 1¼ to 2 in. in width and half an inch in thickness, should be mitred at one end. The brads should be driven so that when the mitred point of the straight edge is inserted between them, the ⅛ of an inch the cutter takes up will bring the cut directly on the inch line. When fractions of an inch are to be cut, the glass can extend beyond the straight edge, which comes only on the inch lines, the distance required, which can be gauged by the graduations on the yard stick at the front of the table. With a convenient table, a good cutter, and good light, any clerk can, with a little practice, cut glass with little or no breakage. The most trouble one has in glazing is in having the putty too hard, as it will then crumble under the knife, while if softened with linseed oil it will work freely and a smooth job will result. It is what we can do well that we like to do. With many of the rough places made smooth for him, the troubles that assail the Hardware salesman will fold their tents like the Arab and silently steal away.

Ten Rules for the Care of Shears and Scissors

First—Never throw a shear or scissor down carelessly, but always hang it up.

Second—Remember that in a good shear or scissor, two fine, sensitive edges work one against the other, and that careless handling and rough treatment will destroy the edge and consequently spoil the shear.

Third—Always wipe off the blades after using.

Fourth—Never Use a shear or scissor to pull tacks with.

Fifth—In case the shear does not run easily, a drop of oil on the screw head will work itself inwardly onto the ride of the shear. The shear then wiped will run smoothly and cut the better for it.

Sixth—Never grind a shear or scissor on the inside of the blade. When you sharpen a shear or scissor, grind it only on the edge and at the same angle it originally had.

Seventh—Never rivet the screw of a shear or scissor when trying to fix it, but always use a screw driver—not a hammer.

Eighth—Never use the points of a shear or scissor to pry with.

Ninth—Never use a shear or scissor to take stoppers out of bottles.

Tenth—Never use a shear or scissor to pound with.

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LISTS AND DISCOUNTS

Some Favor Net Prices—Some Want Discounts but Goods Billed Net Prices—Others Want Standard Lists—A Number Want Discounts and Plenty of Them—Majority Favor Simplified Discounts.

Errors Follow in Figuring Long Discounts

We know not what advantages are claimed by jobbers and manufacturers by list and long discounts; but as applied to the retail man we fail to see where any advantages accrue. It causes him lots of work in marking up goods, and, if the truth were known, we believe that many of the smaller stores are standing losses on their goods from the fact that errors are very easy to make in figuring long discounts.

We have known cases where the jobber applied the wrong discount which have made a direct loss to the retailer had he not been posted on the price of the goods when reduced to a net basis.

WYNNE HARDWARE CO.,
C. C. Hazleton, Sec'y.

Prefers Net Prices on Invoices

I have been a Hardware retailer for twenty-six years. If I had the newest lists always before me, discount quoted would be all right. But when, as is usually the case, I am without the list, I prefer to be quoted the net price, and I would rather have my invoices made at net prices, because it saves me the work of calculating.

F. W. BERRY.

Object to Long-Drawn-Out Discounts

We are in favor of lists and discounts, but find objection to the long, drawn-out discounts, which in most cases could be substituted by a single discount figure. We do not see how it would be possible to have a system of net prices, as the discount system is the only way that the many changes in the market can be made with the least possible work.

PHILIP GROSS HDWE. CO.

"Keep Up With the Times"

I think the manufacturer should do as the retailers have to—that is, "keep up with the times." I see no sense in taking a dozen No. 11 Blued D. P. Tacks, listing at $1.40, and then giving 90 and 5/10 off. The list should be cut down and a reasonable discount made on all lines where such confusing discounts are used. H. L. MCNAMARA.

Prefers Catalogs With Simple Discounts

I prefer catalogues with the simplest discounts, so it won't take such a long time to figure them out with the regular prices. I would also prefer net prices all the way through to enable the clerks to get a reasonable profit of the goods we sell.

H. F. HERTZOG.

Like Invoices Billed Net

We are in favor of discounts in quoting prices, but we would like them more simplified. It seems to us that one discount should be sufficient. There is one thing that we do not want above all things, and that is have these long discounts in our invoices. We like our invoices billed net. It would cause our jobbers and manufacturers not a little trouble and expense to change from discount to net prices, therefore we say, let the discount stand, but give it to us in a more simplified form. R. M. PYBURN CO.

He Gets Tired and Disgusted

I would, by all means, prefer more simplified discount, as we get tired and more than disgusted with some of the discounts we receive on goods. I consider it time thrown away in figuring some of the discounts on goods. S. E. POPE.

Favor a Greater Standardization of Lists

I think that lists and discounts are the only way of keeping track of Hardware costs, but would favor a greater standardization of lists and simpler discounts. This would effect a saving of time for the busy Hardwareman.

E. K. OWENS.

We are too busy to top and figure discounts; would prefer straight prices.

E. L. HIRSCHI.

We prefer high lists and combination discounts.

SICKELS, PRESTON & NUTTING CO.

Views from a Small Dealer

I realize that from the manufacturers and jobbers' standpoints that discounts are the easiest and perhaps the best for their use. The manufacturers require a different discount for the large and small jobbers, and also for the retailers. But, from the standpoint of the small retailer, I much prefer net prices. Certain net price catalogues are very convenient. The jobbers could simplify matters considerably, if they would but print their catalogues with prices approximating the retail selling price of Hardware articles. The idea being, that the dealer can show the catalogue to a customer and tell him that the price named in the catalogue is about the selling price. I have recently received a large catalogue in which the lists are of no use to me, but they send a pocket size with the retail price. Why could they not have inserted the price in the large catalogue? H. A. DUNNING.

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Will Welcome Simpler Discounts

It would seem to us the string of discounts now so commonly used could be abandoned. Discounts must certainly be employed especially in using your catalogue with a customer. But, it seems, however, needless to us, to use a ninety, three tens, five and two per cent. discount, when lists could so be arranged that a straight discount of from twenty-five to fifty per cent. for a limit could be used as well. We will welcome the time when simpler discounts are used.

SHEETS & KNODLE CO.

Firm Believer in Low List and Simple Discount

I have long since found out that it takes more time to figure out a complicated discount than it does to mark the goods themselves. I am a firm believer that all goods should have a low list and simple discount, and hope the time is not far off when this system will be adopted.

HERMAN F. ANSPACH.

Wants Discounts Equal to the Big Fellows

The system of "Lists and Discounts" has in the main been satisfactory to us, and I know of no other way that would be as satisfactory. Our principal trouble is to get the jobber and manufacturer to quote us a discount that will put us on an equal footing with that other retailer that sells his goods by means of a large illustrated catalogue, and when the manufacturers and jobbers will do that and quit handing us the "hot end of the poker," we will find time to figure the net price.

A. A. JACOBS.

Suggest Standard Size for Booklets, Etc.

It is my opinion that on certain lines where there is an unlimited number of sizes of the same article, it will be almost impossible to do business without a list and discount; in fact, I am of the opinion, taking the entire line of Hardware, it is necessary to have lists and discounts. The retailer picks up more or less business from the numerous catalogues sent out by the various manufacturers and jobbers, and the only way he has of making these sales is by the use of catalogues, which, if they were priced up with net, he could not show it to his customers, and the catalogue would be of no value in procuring such orders. On the other hand, if this catalogue were priced with a long price to which a single discount of 13, 40 or 50 per cent. would apply to the entire catalogue, it would be of more value to the retailer. In making up an order by the dealer for the manufacturer or jobber we do not see any inconvenience in using lists and discounts. In fact, I would much prefer catalogues coming into my store with the long prices subject to a discount; for with the best of care any catalogue is very apt to get into the hands of the consumer, and if that catalogue is priced at net, there is no protection for the retailer.

We would offer as a suggestion to manufacturer and jobber issuing price lists and discount if they could confine the size of their cards, booklets or folders to a 3x5, so that it can be filed in a card cabinet. I venture to say if this size were adopted as far as practical, the retail buyers will take better care of the quotations, etc., mailed them.

C. A. DEWEY.

Standard Lists Should be Adopted on Many Lines

We believe that standard lists should be adopted on many lines not now so listed, and that such lists with discounts are of great advantage to the retailer who has great difficulty in keeping posted as to the correct price of a multiplicity of individual items. While a greater degree of uniformity in discounts would be desirable, the work of figuring complicated discounts complained of by many of your correspondents can be simplified by reducing the complicated discounts to their equivalent in simplified form, and the result used in figuring the individual items of an invoice. For those who cannot readily compute these equivalents, complete tables are published, the adoption of which will save much labor and time. A variety of discounts are necessitated by the continual changing of the market conditions, and we think are desirable to prevent many customers learning the cost of our goods.

THE DAVIS-KASER CO.

In Favor of Discounts, but Simpler

I am a firm believer in lists and discounts instead of net prices, as it occurs nearly every day that a merchant has a call for some article not carried in stock, but turns to catalogue, shows up cut and description of article wanted, and makes the sale, which would be hard to do if prices quoted were net.

I must say, to my own judgment, however, there is too much red tape about the present system. Take, for instance, bolts, screws, etc., with a usual run of discounts like 87½, 10 and 5. I don't see why the lists on such goods could not be adjusted to a simplier discount.

G. A. BOCK.

Inclines Toward Net Price Quotations

We have always tried to give a simple discount from list prices. It is sometimes a little difficult to do that. So far as retailers are concerned, we are inclined to think a better way would be to just quote net prices, as a very large proportion of them do not like to figure discounts, and a quotation given them by list price and discounts often prevents getting an order.

NIAGARA FALLS METAL STAMPING WORKS.

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Unalterably Opposed to Net Prices

I am strictly orthodox and unalterably opposed to net prices for Hardware. I have been in the Hardware business for twenty-five years, was trained to it by a New Yorker who was very thorough in the line, and he would not have a net invoice in the house. I regard the movement for net prices as an innovation and hope it will never be inaugurated. I love to figure discounts and am training the young men associated with me in the old school.

W. M. Gunnell.

A Real Pleasure to Figure Discounts

We are very much in favor of lists and discounts as they exist at present, or even more complicated ones. Merchants that cannot figure discounts never get any of the real pleasure of the Hardware business, and one who does not love his business should get into something that he does love.

Long & Sorenson.

Does Not Favor Net Prices

I do not find much of any fault in the discounts which are now ruling; of course, they could be less complicated. For no reason do I prefer net prices in a catalogue, for many a time the retailers or dealers have to show the catalogues to their customers, and, of course, it is not advisable to let them see the price goods cost us, for it would hardly give us a chance to make a living profit. It is for this reason why I do not like such catalogues as Butler Bros. issue. If at any time net prices are put into catalogues I should consider "Blind Figures" the best system for pricing goods.

Otto Griesser, Sr.

Puzzling Discounts Carried to Extremes

Discounts are necessary for the protection of the Hardware dealer, but should be simple and not as complicated as they are. The lists on some goods are entirely too low and others too high, and should be better regulated. It is our opinion that in a good many cases the puzzling discounts are carried to the extreme. Lists and discounts should be used on practically all lines.

Hallettsville Hardware Co.

Satisfied With Standard Lists

In reference to price lists and discounts, will state that the price lists which we use are the Old Standard lists, and we will make no change in these lists.

Forest City Bit & Tool Co.

Satisfied—But Some Strong Exceptions

We wish to state in the beginning that we are so accustomed to the discount system that we like it very much. If the manufacturer would cease changing the list so often and leave them the way they have been, and change the discount, we would be in a much better position to sell whether or not we were buying goods at the right prices. However, we would register a criticism in regard to some items which use, to our opinion, a very extensive and numerous line of discounts. For instance, the item of tacks, the item of screws, the item of chisels, the item of padlocks and the item of bolts. For example, some of these lines run about like this—87½, 5, 10, 7½ and 5%, and some like 90, 45, 10 and 7½%. We believe the discount system is the correct system in keeping track of prices. We notice that a great many of the jobbers are now using net prices in billing out goods to the consumer, but we find that we have to hunt considerable in order to see that the correct prices are charged. We notice just recently a bill of twist drills, which we had bought from a traveling man at 65 per cent. and 10 per cent., instead of billing them the same, they put in the net prices which netted them about 60 per cent. and 10 per cent. Of course it is up to the merchant to watch his bills closely and see that goods bought from a traveler are confirmed in the invoice.

A Western Dealer.

There Should be a Happy Medium

We have always been of the opinion that "between either extreme, there is a happy medium." We are frank to say that it would take months to make up net prices on Carriage Bolts, Tacks, Screws, etc., and it is certainly very much simpler to use lists which ought to be made, in our own judgment, with a view to having a very simple discount. The writer was in the office of one of the New York Sales Agents recently and inquired price of "Coe's" Wrenches. The complex discount which was fired at us completely staggered us, and while we have been figuring on it for months, we have hardly decided what it is yet. We think discounts, as established by these people, works a great hardship on the trade, even with the aid of a discount book, with all the combinations which Mr. Ladd could conjure up in an active "Hardware brain," has no such combination as that, so it requires quite a bit of time to figure out the net cost on these.

Taking the other extreme, a prominent manufacturer of Rules, Levels, etc., sends out under date of January 1st, net prices on everything, and states that in future their invoices will be net. This, we think, will work still a greater hardship than a complex discount on the sales department, the store endeavoring to sell goods, of course, at a profit. From our standpoint, we do not understand why the manufacturers cannot adopt a fair list and price a whole line at a very simple discount. We shall read, with much interest, the views of the trade along these lines.

Emery Hardware Co.

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Prefers the Short Discounts

I prefer the straight discounts when they are 30 or 45 off, but when it comes to 50, 10, 10, 5 and 2½ per cent., I would be glad to see such discounts abolished. It takes up too much time. When a retailer sells goods from a catalogue the customer likes to get a discount as he thinks he is getting the goods for less, but when you charge above the printed price he thinks you are making too much profit, and they are ready to kick. I consider a straight discount will give better satisfaction.

A. G. HOLLADA.

Letter from the Original Writer

To the Editor:

We have noted with considerable interest the discussion which has been aroused regarding the matter mentioned in our letter of several issues ago, and the discussion is certainly very interesting.

We think that some rather missed the point of our letter, thinking that we advocated net prices. This we did not do, but advocated simpler discounts. In our opinion, net prices would not be practical at all. In adopting net prices, we would be jumping out of the frying pan into the fire. But we do advocate, and advocate strongly, the adoption of a more simple system of discounts.

There can be no possible objection to a discount of 80 or 80 and 10, or 80 and 10 and 10, or something of the sort. But when the manufacturer asks us to waste valuable time in figuring such discounts as 42½, 16 2-3, 2½, 10, 10 and 5 per cent., he is asking us to do something for which there is no necessity at all.

We were interested in reading the interview in March issue, headed "Why Discounts Will Stay." We agree with the first part of this article, to the effect that list and discounts are a necessary adjunct to the Hardware business, but do not quite follow the reasoning that a complicated series of discounts insures prices being better maintained, or insures a better margin of profit for the jobber.

In our experience, we find that our customers prefer having net prices quoted instead of discounts, as they are in most cases not familiar with the lists and discounts, and prefer knowing exactly what the goods will cost them. In quoting, therefore, we almost invariably quote net prices.

We are glad to note the interest manifested in this proposition both by the manufacturers and jobbers, and trust that the discussion will result in the adoption, generally speaking, of a more simple system of discounts.

EMERSON & FISHER, LTD.,
F. R. Murray.



REPRODUCTION OF A 2-COLOR 21x32-INCH CIRCULAR FROM COSTA RICA.

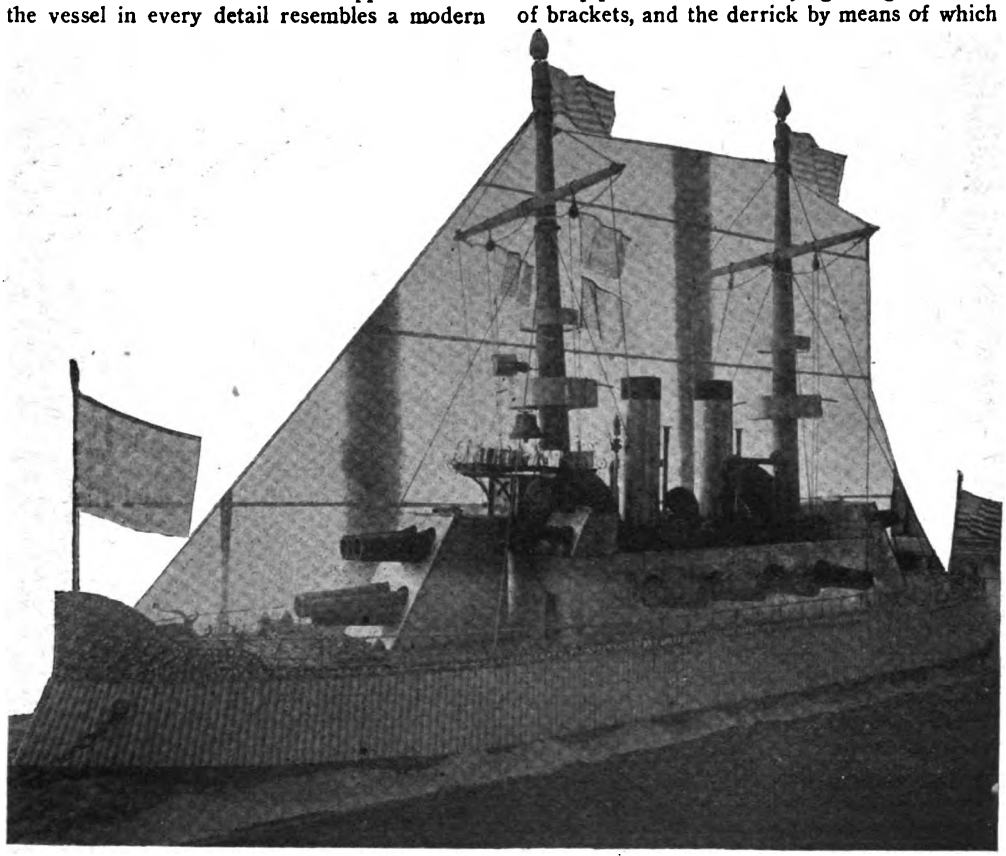
New Use for Shaving Brushes

If the child should make a fuss when the ears are being washed with a wash cloth, substitute papa's shaving brush, which is said to thoroughly clean the ear and at the same time remove the child's objection to the cloth method. In addition to selling shaving brushes for their original purpose, the Hardware merchant can now label them "Improved Ear Cleansers, price 50 cents," etc

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Battleship Window Display

Prior to and soon after the start of the American naval squadron for the Pacific coast there was a great deal of interest aroused. Taking advantage of this feature the Leadville Hardware Co., Leadville, Colo., displayed in their show window a miniature battleship, as shown in this connection. The credit for getting up this display belongs to George Johnson, who is with the concern named. In its entirety the ship is made from articles for sale in the store. The exterior appearance of the vessel in every detail resembles a modern double turreted war vessel of the American navy. Built in the center of an area of blue paper, laid so as to resemble an expanse of billowy ocean, the ship rises majestically in the window to a height of nearly 8 feet. The body above the water line is made of wax candles placed on end side by side. Four hundred and eighty candles were used in this part of the work. Sheets of galvanized iron, used in the construction and repair shop of the Hardware store, form the sides and deck. The deck is covered with steel washers to make it more resemble the riveted plates used in the construction of a real fighting vessel. Stove pipe joints take the place of the masts, and are mounted by neck yokes for the topmasts. Gilded plumb bobs form the ornaments at the top of the masts at which float American flags. An express neck yoke fits very nicely and looks like a real yardarm. Wagon boxings, with the small ends protruding from the proper places, look for all the world like cannons of various sizes. The rapid-fire guns on the turrets are represented by punches made of steel. The ventilators of a real battleship don't appear any more natural than the ones on this exhibition craft, which are no more than brightly polished stove pipe elbows. The flying bridge is made of brackets, and the derrick by means of which the lifeboats are let down of gas and steam fittings. The lifeboats themselves, in this instance, consist of wooden chopping bowls. The smokestacks are built of 6-inch exhaust pipes, and the funnels of sausage stuffers. Hall brackets form the anchors, and door stops the posts by means of which the ship is tied to the dock. An electric light shining through a glass paperweight takes the place of a searchlight. The railing is made of wire clotheshooks for the posts, and cotton clotheslines for the guards. A pair of stove pokers serve for the flagpoles, on which the admiral's flag and the union jack wave proudly. A mine whistle and a brass bell complete the fixtures. In length the vessel is 15 feet.



Battleship Window Display by Leadville Hardware Co., Leadville, Colo.

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Eliminating Unfair Competition

By GRANT PORTER.

There are a great variety of opinions as to just what unfair and disastrous competition is. Some would define as "unfair" that which others would call shrewd tactics; and certain business methods would be alternately commended and condemned by a given number of Hardware dealers. But it seems to me that the meat of the whole question stripped of its technical covering is motive.

No conception of fair competition is that when business is obtained at a legitimate profit through the environment, social standing or business ability of the dealer or his representative.

I would define as unfair and disastrous to all parties concerned any aggressive competition which does not get business at a profit; and also, profit or no profit, where business is obtained by defaming the character of your neighboring dealer. We are all in business for the same purpose or motive.

Our trade expects to pay and we are entitled to receive a legitimate profit, and unless we can show at the end of each year a satisfactory increase in our assets we become discouraged and sad, apprehensive of conditions even worse than the present and unfit to cope with the ordinary obstructions which baffle us at every turn, and determine to a large degree our final failure or success.

Now, if we believe we are entitled to a profit we have a right and are bound to grant and demand that our neighbor have and maintain the same privilege. If he is entitled to a profit on his merchandise we are morally bound not to deprive him of it by selling his customers their goods at cost, and he is morally obligated to reciprocate, to the mutual benefit of both.

Business obtained by giving the profit to your customer because of trade jealousy puts the dealer in much the same light as the dog with a bone in his mouth looking into the stream. He drops the bone and grabs for its shadow, and when too late, realizes what his jealousy has cost him.

Which is the more businesslike proposition —to work hard and give your profits away because you want to down your competitor, or sell your goods at a profit and let your competitor have a share of the business? To me it is an acknowledgment of defeat and inferior business ability for a dealer to give his goods away to get business. Don't sell goods with a club; use your brains.

Cultivate that experience and ability which enables a man to satisfy his customer and sell his goods at a profit at the same time. To my mind when unfair competition exists there is only one remedy for abolishing it. You must organize as the business methods and moral tendencies of the dealers increase.

Each must realize that the yoke which he has helped to place around his own neck is fastened to a load not worth the hauling. Each must be made to see that all he can do is to back up and pull his head out from behind; he never can get his body through; then leave his load in the mire, and forget it. Pick up your original motive as a business man, the one which you so entirely forgot in your desire to inflict an injury on your fellow-dealers and carry it to the end. The rank words of hate must be uprooted and the spot sterilized by commonsense and fair-mindedness.

The principal benefit to be derived from our local associations is the sterilized effect it has upon this rank growth. But if you keep fertilizing at the same time you can never kill it off.

Don't think that because you joined a Hardware association that you are converted. Don't think that because you can grasp in friendship the hand of a dealer miles from you, a dealer whom you never knew, as a competitor, that you are out of the rut. No, sir! not until you can walk into your competitor's store across the street with a "Good morning, John," and mean it. Mere membership means nothing unless we are men enough to bury our differences. Each must make up his mind to do something, and to lay upon the sacrificial altar some of his selfishness.

It pays a man in coin to be fair, and it costs him money to be unfair. Every year millions of dollars in profits are strewn broadcast by business men because they desire to be unfair to their competitors. Are we so desirous for the enmity of our fellow-dealers that we are willing to pay for it? Are we to continue to sell goods through malice or are we going to sell for a legitimate profit?

The other day a customer came to my store and said to me, "Mr. Porter, I have a furnace to be repaired on the north side, and out of your jurisdiction, so I am going to do the work myself, but I want you to give me an order downtown so that I can buy the repairs that I need at your price." I said, "Do you think that would be fair?" He says, "Certainly." I said, "What do you suppose I would think of a dealer on the north side who would grant what you ask to fix a furnace in my locality; do you suppose if I knew it I would have the same regard for his welfare as before? I am sorry that you ask it, and I must absolutely refuse." That would be free trade with a vengeance. If a man steals a purse from the pocket of another and gives it to a friend, does that mitigate the theft? If we deprive our competitor of his profit simply to make a sale we are moral robbers.

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SYSTEMATIC BUSINESS METHODS

By W. P. Bogardus.

Some men measure success by the amount of money they make. Some by the amount of goods they handle, regardless of profit. Others by the amount of ease they have as they pass through life. This latter class are content to buy a stock of goods and then sit down and wait for customers to come in and buy. They are satisfied with the meager results of a bare living. But success should mean more than all these. The ability to get good profits, to build up a large business, and to inaugurate a thorough system, together with the will and ability to be helpful to others makes a combination that to me is the ideal American business man. With the increased competition and the smaller profits in business we have been compelled to change from the loose methods of the past, to a more exact system that we might better know our true condition. And the basis of all our knowledge of our business must come through the yearly invoice. We cannot tell what we have until we take an inventory. When we add the amount of our sales for the year to the inventory and subtract from that the last year's inventory added to the amount of purchases for the year, we have our gross profit. But this will not be all. We will want to know where our profit is. Suppose, for example, we have $10,000 to be used in business. To have that on interest would bring us, say $600 without taking much of our time. Suppose we put in our time at $1,200 per year. That would give us $1,800 for our money and time for the year. Now suppose we put $10,000 in business, and we sell, say $25,000 worth of goods. If we net a 10 per cent. profit on our sales we have $2,500. The difference between this last amount and the $1,800 that we received from selling our time and the interest on the $10,000 is $700. That should be money in bank, or in some investment we know about. How many of us can show at the end of the year the net profits of their business in money?

If we cannot, where has it gone? Have we made our invoice too high, or have we failed to keep our records straight?

It is the results we are after when we go into business. If our business is not paying, the sooner we know it the sooner we can get into something else that will pay. To continue in a losing business means ultimate ruin.

CASH DRAWER OR REGISTER NECESSARY.

When we buy goods we are careful to get goods that we think will suit our trade. When we get them marked and on our shelves, we use all our endeavor to get the public to come and patronize us. And when we get the money for the goods we toss it in the drawer, and at night we gather it up and put it in our pocket or safe and consider the matter closed.

If we have clerks we do not know whether we are getting all we should have or not. Mark you, I do not want to say that clerks are dishonest, for I do not believe there is one in a hundred that is dishonest. But what I want to say is that perhaps mistakes have been made in making change during the day, as we are all liable to do. How are you going to tell who is at fault. If you have no system it is impossible to tell. And the lesson that should come from every mistake is lost, because the mistake cannot be brought to the one who made it. It is a general fact that on such a day a mistake was made, but who made it does not appear. Each one in the store will say, "I did not make it," and so the guilty one unconscious of his shortcomings, continues his careless methods to the injury of the business. Perhaps the proprietor of the store has made the mistake. He is not proof against making them. It would be a great comfort to the clerks to know it if he had and it would help the proprietor to be more merciful in his criticism of the clerks. It is easy for the proprietor to go to the money drawer and take some money out and forget about it, and with the ordinary money drawer it is impossible to detect the shortage. So it seems to me that we should devise some method so that when money is put in the drawer a record is made and when it is taken out a further record is made of the transaction. Then, if mistakes are made they can be detected. But even with this arrangement you cannot place the mistake on the person who made it. The final solution of the question comes when each clerk has a drawer of his own. Then if his account does not show up right at the close of business, the blame can be placed where it belongs. The knowledge that mistakes will be discovered will have a tendency to make all connected with the store more careful. Do not imagine that any system will make honest employes. Honesty is bred. But precautions will help sometimes to brace some sorely tempted employe, and it is the duty of every employer to help those in his employ to be good, honest and upright. A register to protect your money and to keep a record of your business is one of the necessities of modern business, and they can be had from $15 to $900. But some will say, "What is the use of spending a lot of money for a drawer to put your money in?" There is not any use of it if you are going to get a drawer only. But if you have a machine that will tell you how much money you have taken in, how much there has been charged, how much has been taken in on account, how much has been paid out and what for, how much each clerk has done, how many customers have been in the store during the

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day, how many charges have been made, how many "paid outs" and for what purpose, you are buying something besides a mere money drawer. Money is the life blood of business. Without it there is no incentive to work. To know what you are doing is absolutely essential to success. Guesswork will not do. It has been said that 99 out of every 100 men engaged in merchandising fail. There is no necessity for such a statement, and there should be no reason for making it. Business can be so systematized that you will know just what you are doing. To know what money is going into the money drawer, and to know why it is taken out, is simply precaution.

I saw a simple method the other day that was inexpensive and still answered the purpose. A money drawer with a desk top sitting on the counter. In the top of the desk was an opening, possibly 6 inches square, covered with plate glass running across the opening a half inch wide.

Under the glass was a roll of paper, that moved forward a space every time the drawer was opened. The paper was divided into columns of cash, charge, received on account and paid out. Every transaction was recorded through the slot in the paper. At the close of business for the day the proprietor opens the drawer and tears from the roll as much of the paper as has been used, and has a complete record of the day's business. From this paper he posts into his ledger the record of the day and puts aside the paper as his original entry of the various charges made. To those who hesitate because of the expense some cheap method like I have just described can be inaugurated.

KEEPING THE BOOKS.

Modern methods of bookkeeping tend toward as little recopying as possible. I have found a day book ledger very satisfactory. The debtor side of the ledger is wide so that several items can be entered on one line. Then when an itemized account is called for, there is but one book to look over. The slips from the register are used to verify the account and are preserved as the original entries in case a dispute should arise. With such a simplified system the danger from mistakes from transcribing is very much lessened. I find a great difference in arrangement of store. Some are bright and clean. The arrangement of goods is such that each kind is by itself, so that each employe knows that if the goods are not in their designated place when called for they are not in stock. With such an arrangement, the impression goes out that the people in that store understand their business, because the system helps the clerks wait on the customers promptly. Prompt service is a very effective advertisement. The only success in business worth having is brought about by dealing with your customers honestly. In that way confidence is inspired that is an asset that cannot be measured by money. While the personality of your help has a good deal to do with your success, yet I have never seen a business go into a decline because the help was changed, if the business has been conducted so as to win the confidence of the consuming public.

WINDOW AND NEWSPAPER ADVERTISING.

The buyer of the present day is appealed to through his eyes. A great many articles are purchased because they are seen. So the windows become effective methods of advertising. The appeal to the eye is very efficient, especially in the case of new goods. The sampling of goods on the outside of boxes on the shelves are silent but continuous advertisers. The necessity of advertising is being made more manifest every day. The illustrated catalogues, with which the country is flooded, has increased the knowledge of the public. To meet this knowledge and to supply the greater wants it becomes us to study the needs of our trade and to supply them as far as practicable. When we get this knowledge it is up to us to let the public know what we have. The well-dressed windows, the attractively arranged store, the obliging clerks, are all advertisers, but they do not become effective until the customer comes in contact with them. The customer must come into the store before his interest becomes excited. What means can we use to draw him to the store? There are many ways to do it, but to me, the most effective way is to advertise in your local papers. A good advertisement is a truthful one that inspires confidence in the reader. I find that the best results are gained by changing the matter in the ad. every week. Every Monday morning the advertisements for the week are written up. A study is made of what is most seasonable to call attention to and then the advertisement is written in as interesting manner as we are capable of doing. Writing of advertisements should be a matter of careful thought and study. Any old thing will not do. For if advertising is a trade producer, your best efforts should be put into it.

With a well kept store and an honest effort to please, and a settled policy of doing all that can be done, to inspire confidence in your customers, there will be no longer any truth in the statement that 99 men in every 100 fail in business.

And yet no matter how complete the system, no matter how perfect the method, to have satisfactory results, there must be a man behind it all, an active, vigorous personality who will inspire and enthuse those around him to put forth their best efforts for the success of the undertaking.

A dollar saved in advertising is not always earned. The most costly dollar some dealers ever possess is the one they do not spend.

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Hardware Exhibit at a Fair

At the San Antonio International Fair, held the latter part of last year, the San Antonio Hardware Co., San Antonio, Tex., had a splendid exhibit, several views of which are shown herewith. The engravings show with remarkable clearness the large number of items in the display. The floor space was 60 x 60 feet, and wall space 100 x 15 feet. No duplicate articles were used. The background was of heavy red and blue cloth, with ceiling of green and the floor carpeted with "Ruberoid" roofing. The exhibit was planned and executed by P. B. Martin, with the company, and was awarded thirteen diplomas and mention of special merit as being the finest exhibit at the fair.

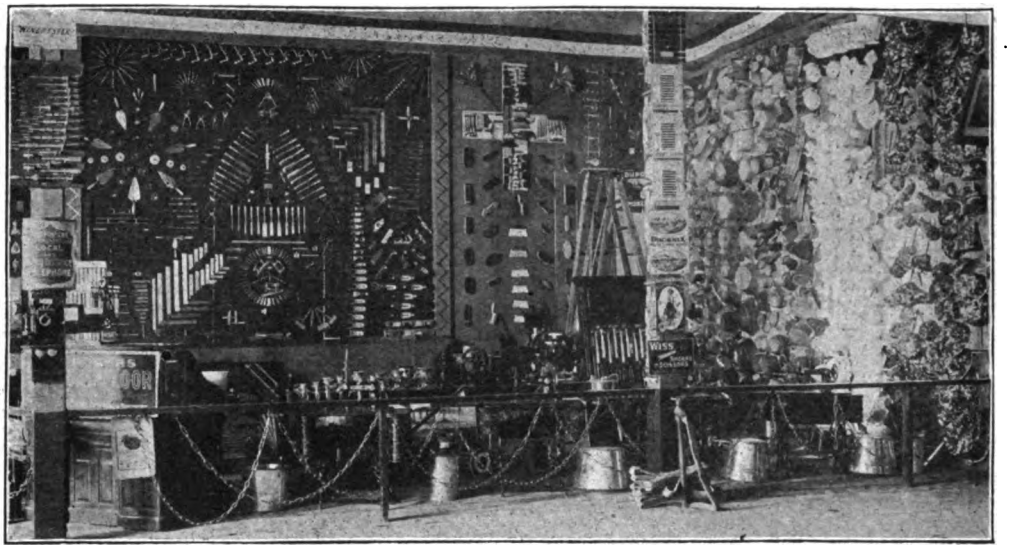


Exhibit Designed by P. B. Martin, San Antonio Hardware Co., San Antonio, Tex.



View from One End of Exhibit of San Antonio Hardware Co., San Antonio, Tex.

Looking for Trouble?

Walter H. Cottingham, vice-president of the Sherwin-Williams Co., Cleveland, O., says:

"This financial situation is surely the worst case of looking for trouble I believe I ever saw. Reminds me of the story I once heard of an old maid.

This O. M. was found one day in tears—

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positively crying to beat the band. She was asked what the trouble was.

"Oh," she wailed, "I might get married some day."

She was told to cheer up as there was no imminent danger.

"Oh, but I might, and then I might have a beautiful son some day." Nobody around there could see anything so terrible in that. "But suppose," she added, "his nurse were careless and he were to fall into a well that might be somewhere around, he might be drowned."

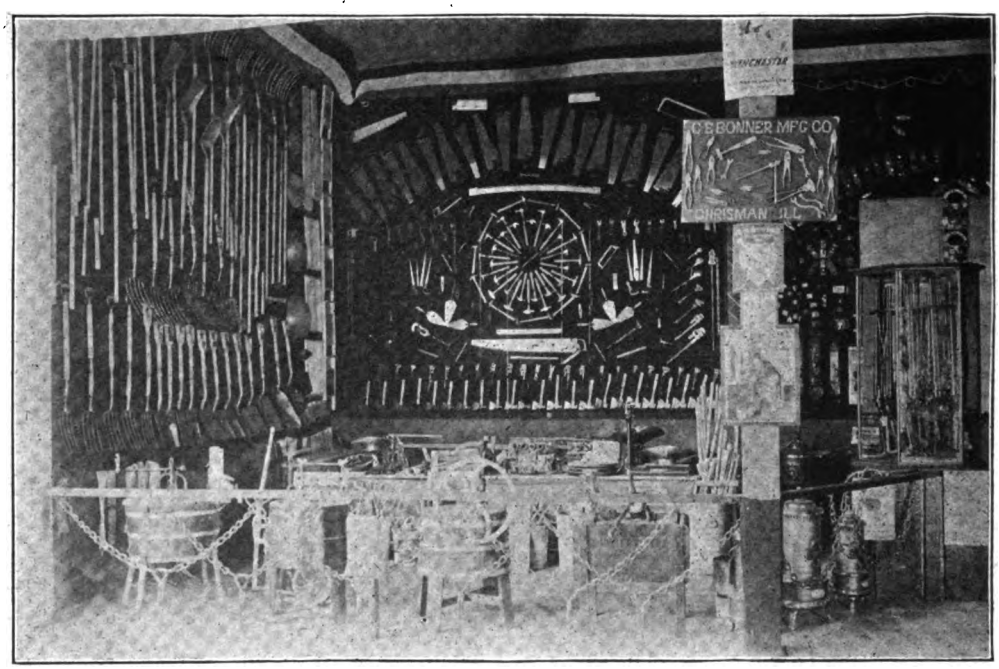
There you see, she had a bunch of trouble almost as good as the real thing.

Moral: Don't look for trouble, because you'll find it.

persons of any standing. Storekeepers satisfied themselves with searching and relieving them of articles when they were caught, and warning them against repetitions. This attitude on the part of the merchants has failed to put any check on their losses.

No consideration will be shown hereafter for sex, age or position. Whoever is caught will be turned over to the police as a common malefactor and sent to a police station. All the members of the anti-shopping organization have pledged themselves that once an arrest has been made they will allow the law to take its course and will not let any influence force them to intercede for mercy.

Another feature of the crusade against shop-



ONE END OF FAIR EXHIBIT BY SAN ANTONIO HARDWARE CO., SAN ANTONIO, TEX.

Jail for Shoplifters

Shoplifting in stores hereafter is to meet the punishment that fits the crime. Neither wealth, social position nor influence of any kind will enable women or men inclined to kleptomania to escape prosecution if caught stealing goods.

Twenty of the largest stores in New York City have banded in an effort to stop shoplifting on their premises.

Action such as has been taken has been made necessary, the merchants declare, on account of the great increase in the number of persons who steal from the stores. Hundreds of thousands of dollars are lost in this way every year. The amount has become so large in individual losses that it is a very considerable drain on profits.

In the past shoplifters have been dealt with rather gently. Arrests were seldom made of

lifting is to be frank publicity. Heretofore merchants have endeavored to shield persons caught stealing in their stores, but from this time forth they will make known the name and every detail in connection with arrests. It is their theory that most women steal in large stores because it is so easy, and that once they understand that thieving will result in arrest and public scandal they will desist.

Smith's General Hardware Store, Shrewsbury, Pa., continues to issue a monthly four-page sheet, illustrating, describing and pricing seasonable articles. Many articles simply have an illustration, the name of the article and the price. If there is a range of prices the low to high price is specified. This method conveys to the reader that there is a choice. It shows an improvement over issues of a year ago.

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TRAVELING SALESMAN AND HIS CUSTOMERS

By CHARLES WEILAND.

There are several essentials necessary for success in the relations between the traveling salesman and his customer, some of which are absolutely necessary for both to be successful in their transactions each with the other, there should be a friendly feeling between them. The salesman should be absolutely honest with the customer, and honesty on his part requires honesty on the part of the customer; when this condition prevails there is a tie that binds them together in bonds of friendship and confidence. Some customers complain that they have been deceived by the salesman, and the very same salesman proclaims in strenuous tones that the customer has been false with him. The question then is, "Who offends the most?" That is, who first practised to deceive, for there would have been no deceit on either side had not one violated the confidence of the other; so that when discovered the one proceeds to throw the "hooks" into the offending one, and each ever afterward mistrusts the other. And what is the remedy for this condition of affairs? No salesman or manufacturer permitting deception on the part of the salesman can be successful who practises and becomes accomplished in the arts of lying. Deception is nothing else but a false representation which is made either by spoken words or by remaining silent when one ought to speak, and a false representation made with the intention of being acted upon, no matter how made, is nothing else but a lie. The remedy lies solely in the customer. If the salesman has lied to you and deceived you, it is your duty to cease having anything to do with such a man in any way, either by purchasing goods or in a social relation. The customer holds the key. Stop your patronage with the liar and he will lose his employment.

Perhaps the false representation or deceit comes first from the salesman from his eagerness to make a sale, who will represent that his house intends to, and has made arrangements for advertising his goods in your locality, or makes a statement equally as false; or perhaps the customer, in order to get a better price, or to get rid of the salesman, states that the McGinnis Mfg. Co. have offered him the identical articles, except possibly for the name, at a lower price and on better terms, and has ordered. Should either of these statements be acted upon by either party, and then be found that one or both of them were false, neither party to the transaction ever afterward trusts the other. And surely in either case of a fraudulent representation or statement, the deceit is discovered. The salesman easily learns whether you have ordered, and he knows if a better price has been offered. So it runs, if either attempts to deceive, eventually no one except the deceiver suffers. Without regard to the ethics involved in the proposition, from a business standpoint, "Honesty is the best policy."

As a general rule, a traveling man is honest. If he be false to you he will lie to his employer, and if he lies to his employer, he loses his position. As I have already stated, the customer holds the key to the situation. Be honest with the salesman, and if he be false to you have no further dealings with him. This will raise the standard, and if the standard is raised no one benefits so much therefrom as the customer.

Another view of the question is that honesty and fair dealing on the part of both customers and salesmen make the customer's credit better. The head of the factory represented by the salesman cannot make your personal acquaintance, consequently, he must, to a great extent, depend upon one of his traveling salesmen, and if his salesman reports on you favorably, his report shares equal rank, if not somewhat greater, than that of Bradstreet and Dun, and upon it, to a great extent, is the customer's credit based. It is not the duty of the salesman in order to land an order to "knock" his competitor's goods. "Knocking" and malicious lying may secure an order, but in the end retribution will surely follow. If the salesmen's goods will not sell upon their merits, pointing out alleged defects in a competitor's goods does not increase the merits of his. They are as good as they are made, and no statements make them of greater value, and because the Bam Boozle Co. makes a bad article does not make your article a good one. That firm may produce 1,000 bad articles; this fact does not make your firm produce a good one. It is the duty of the salesman to sell his goods on their merits alone. Sell them as if you expected to sell the same person forever after; don't proceed upon the theory that you will be satisfied if you can only "do" the customer once. Thus it is seen that the duties of the traveling salesman are so closely entwined with that of the customer that a proper discussion of one suggests the other.

Among many complaints of the salesman is the fact that the customer does not give him a square deal; you look upon him as a convenient evil, instead of a business man whose time is as valuable and who has appointments to meet as any you have. When the salesman comes around you are willing, if you have read the full report of the latest theories of the split log drag and dry farming, to listen in a languid manner, and then put him off for an hour or two, make him miss his train, while you are deeply engaged in devising means and plans for the government to construct the Panama Canal. Give him a square deal; treat him as a business man, whose time is valuable.

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You will save money thereby and make a better bargain. If one of your clerks should treat a customer as some of the dealers do the salesman (although I am pleased to say that cases of extreme flagrant indifference are rare) you would be put into bankruptcy within sixty days after embarking in business.

Another thing. It is proper for the salesman to promise a customer to protect him in a certain territory, and sell no one else within those limits. That faithful compliance with this duty on the part of the manufacturer involves an equal duty on the part of the customer. If favorable terms are granted by the manufacturer through these salesmen, the customer should favor the one favored him. If you have anything to buy, but it from the ones who favored you, your proven friends. The customer who violates this rule is known among traveling salesmen as a "piker," and his credit is bad, and in the financial stress he is the first to be "called." A traveling salesman is false to you and his employer if he unloads a big order on you and then crosses the street and sells to your competitors to fight you. If he does this he is not true and fair with you. When he finds that you are not selling enough of his goods, instead of telling you so and protecting you in your unsold stock, goes across the street and sells to a man to fight you, he is false. If he intends not to furnish you any more of his goods he should tell you so in time and let you dispose of your goods, and then sell to the other fellow. In conclusion, I would say that the whole question is solved by a full compliance of good faith on both the salesman and the customer; if both exercise good faith, and are honest, your relations will be better, and your success rendered more certain.

Suggests Practical Method of Fighting Catalogue House Competition

There is no power in the face of this country that will break down the trade of the catalogue house, as long as the dealers will not unite to fight with honorable methods the so-called purchasing of the catalogue house.

The average patron of these concerns does honestly believe that these concerns save him money, and from their advertisements as they read, they mislead the reader, especially when he has not had the opportunity to compare the goods with other goods which this dealer carries in stock.

A short time ago I remember a peculiar very comical case in North Carolina. A lady who had secured one of these large catalogues which, as a rule, reminds me of a circus coming to town; they post a picture of every animal of the entire globe, and when they arrive they, as a rule, do well to have one-fifth of their boasting claims. This lady purchased a range of the value of $12.95, and believing the price to be such as would purchase a $60 range of a local dealer, she goes to the post office, purchases a money order for $12.95, and off it goes to the Bishop of Chicago, and in some 10 days in comes Mr. Range. The lady, as was informed, had the pleasure of examining the piece of goods, and she came to the freight depot to overlook this home economy. To her sorrow she finds the top of the range not straight, and as the range was just removed from the car and had been left on the depot platform, the lady charged the railroad company with having the fine piece of goods out on the platfrom where the sun shined on the top causing it to warp. The agent of the company, never before hearing of such a case, came to me and asked me to give him a statement as to the conditions of the range and my opinion as to the natural cause of the unlevel top. I then gave him the cause from its date of the melting of the scrap iron, of which it was thrown together. The lady refused the range, and I think I am correct in saying the range still lays in the depot. Where is the lady's guarantee?

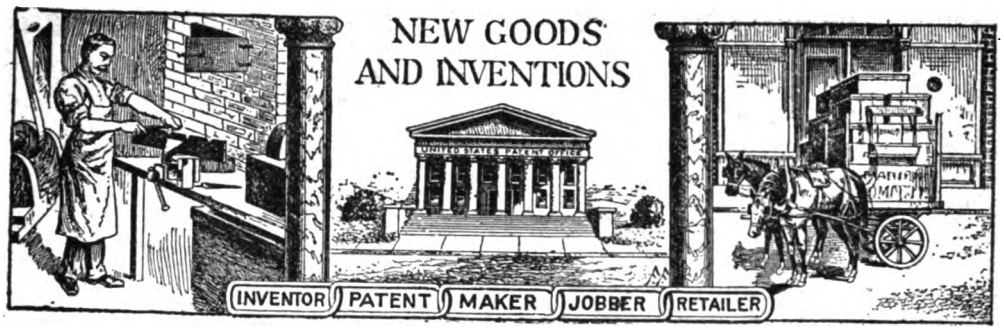
Now, Mr. Dealer, listen to me; stop trying to tear these concerns up by fighting them. There is where your trouble lies. Go at the purchaser. How? Listen: Organize a business men's association. Let your motto be, "We will be loyal to each other," and then employ what one might term a freight inspector, whose duty it will be to inspect at the freight depot the tags on the goods received by the company at its freight depots where he has found this to prevail. He makes a copy of the name of the party to whom the goods are consigned, and if possible the name of the article purchased. This name is placed in the hands of every member of the association of business men. Now, then, the purchaser comes to his dealer when he has bought goods on time, and the dealer tells him all goods are now cash, and the party goes off to dealer Mr. B., and the same reply comes; he then goes to Mr. C. & D. and finally he sees the point. And, my reader, if this doesn't break him, then there is no method on earth that will. I knew of this method in a Texas town, and the freight inspector, after five months' pay, was released, as the people were no longer ordering goods away from home. They were learning to patronize those to whom the business honestly belonged, and I dare say these people who had sent away for goods are to-day better off than they ever were.

I would like to see this method tried, and then I am sure some good reader will write an interesting article in the grand old publication, THE HARDWARE DEALERS' MAGAZINE.

PHILIP FISCHL.

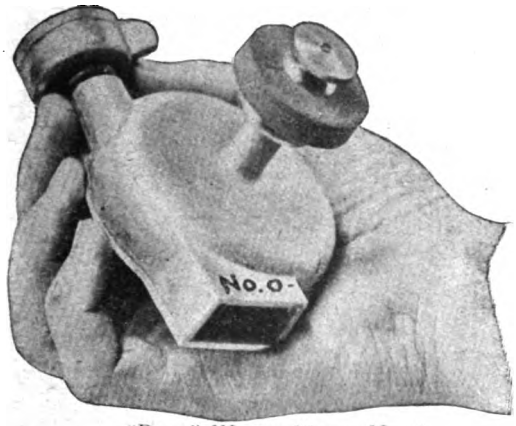
Get in line with your capabilities and then stick to the path.

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"Baby" Water Motor

The Lippincott Water Motor Co., Newark, N. J., have brought out an addition to their line of Water Motors in the shape of the "Baby" size, as illustrated. As its name indicates, it is a small size Motor, the diameter being 3 inches and the total weight less than a pound. The manufacturers state that the actual power developed by a small Motor is nearly as great as with a larger size, the pressure and quantity of water projected against the wheel remaining the same. For running washing machines, coffee grinders, etc., the larger size Motors of the company have been found to be desirable, but for grinding light cutlery, where speed is the main requisite, the small Motor has been found very satisfactory. This little Motor, known as No. 0, makes from 5,000 to 7,000 revolutions per minute, and will put a good edge on carving knives as well as taking the nicks out of hatchets, etc. This size Motor will also run a 6 or 8-inch fan. In construction the Motor is almost identical with the larger size constructions. Motors will be sent for attachment to smooth or threaded faucets as ordered and fitted with suitable nozzle for the pressure named by the dealer. A high grade, fine emery wheel and small pulley are included with each outfit. The Motors will be furnished in brass, polished or nickel plated for a slight extra charge. Massage vibrators with flexible shaft can also be used with this Motor. Aside from the practical value of this device, its low selling price ought to make it popular in many sections of the country. For the small boy of the house, as well as his illustrious brothers or father, it will have many an hour's amusement and usefulness.



"Baby" Water Motor No. 0.

"Pike's" Oilstone Assortment

The Pike Mfg. Co., Pike, N. H., with New York branch at 151 Chambers street, are offering the trade "Pike's" Oilstone Assortment, illustrated. The success of the first sharpening stone assortments put out by the company has led them to add several new items to the Oilstone and Scythestone lines. These are smaller than the original assortments and are intended for Hardware merchants who wish to carry small but well assorted stocks of Oilstones, Scythestones and Razor Hones. This assortment idea is the outgrowth of over eighty years' experience which the company has had in the manufacture and sale of sharpening stones. They claim that these assortments invariably increase sales on account of the careful selections of stones to meet the needs of all users of edge-tools and the attractive display afforded. The assortments are popular with Hardware merchants generally because of the convenient and compact method they afford of carrying stocks of the different kinds of stones. The display tray of the case,



Pike's Oilstone Assortment.

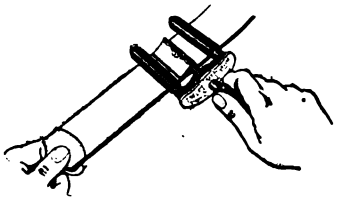
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showing samples of stones contained in the assortment, is glass-covered, insuring against theft and dirt accumulations, and is hinged to stock compartment. The stock in the box beneath the tray is put up in cartons with prices, names and purposes for which the stones are best adapted plainly marked. The cases are well made and nicely finished. Each assortment is carefully packed in a substantial shipping crate. The company have gotten out a new booklet called "Money Makers," which gives full descriptions and prices of all these different assortments. They will be glad to send this to dealers on request.

The Draper & Maynard Co., Plymouth, N. H., have brought out a neat window transfer sign showing their trade-mark, with their firm name above and below the words "Sporting Goods Sold Here." Any dealer who handles the company's line of goods will be supplied with this window transfer, in colors. It is neat and attractive and is a constant reminder to the beholder that sporting goods are on sale.

"Gem" Double Roll Stropping Machine

Gem Cutlery Co., 34 Reade street, New York, are offering the trade the "Gem" Double Roll Stropping Machine, illustrated. The improved construction permits of any safety razor blade being inserted in the machine and stropped. The peculiar arrangement of the reversing slot enables this general use. Naturally, it has to be stated what kind of blade is to be stropped so that adjustment can be made accordingly. Another feature is a spiral spring connecting the rubber rollers and center piece or strop section, forcing the blade at a correct and proper angle on the strop. The defect in previous machines was the possibility of these springs either flying out or breaking, or getting out of order in some other way, thereby causing the blade to cut the strop. This spiral spring, however, is of such simple construction and durably made out of one piece that the manufacturers state it is impossible to get out of order. Another feature is that, owing to the simple construction, it can be offered at a price that will put it within the reach of every safety razor user. The Machine has hard rubber rollers, German silver plate and center piece, and imitation ebony handle.

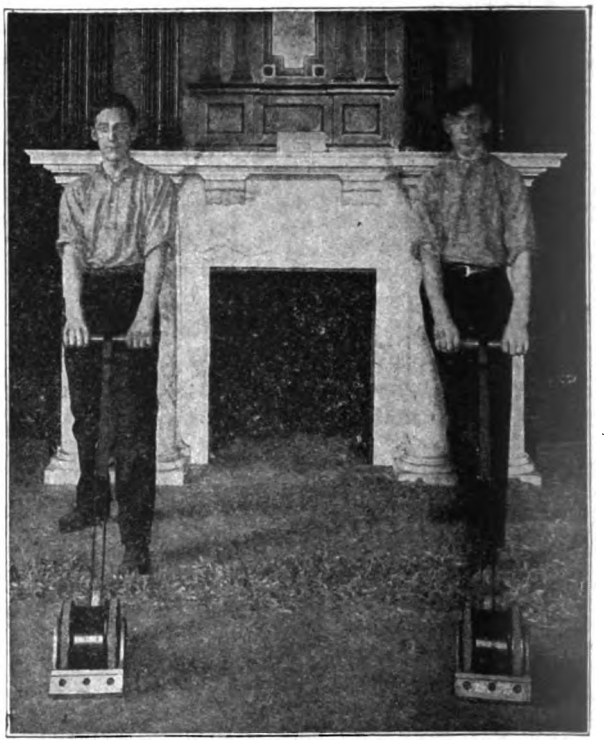


"GEM" DOUBLE ROLL STROPPING MACHINE.

A discounted bill is better than a protested note.

"Little Giant" Floor Scraper

Hurley Machine Co., 153 South Jefferson street, Chicago, Ill., and Flatiron Building, New York, are manufacturers of the "Little Giant" Floor Scraper, illustrated. In connection with this device one point stands out prominently and that is the time saved. One man will scrape, by hand, about two squares, or 200 square feet of flooring in eight hours; one man with this machine will scrape eight squares, or 800 square feet, in eight hours. The device is simple in construction and made of high grade material. There is no machinery to get out of order. The machine is easily operated by one man. The knife is made of imported steel, and scrapes the floor when pulled toward the operator. A shaving is removed with each stroke, about 2 inches wide and 3 feet long. The knife projects beyond the front of the machine and will scrape right up to the baseboard. By tipping the machine slightly to the right or left the end of the knife, which is convex, is put on the floor, and in this way scrapes right along the baseboard. Every inch of floor is scraped, even into corners. All rollers of the machine are rubber-tired, protecting the floors. The handle is adjustable as to height and length. Twelve steel knives are furnished with each machine and a complete equipment for keeping them sharp. The Scraper, complete, weighs 90 pounds. The company offer to send one free for a trial.

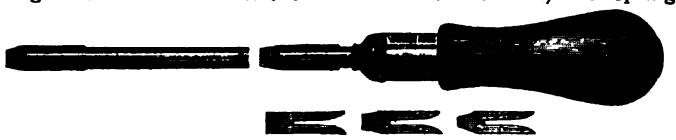


"LITTLE GIANT" FLOOR SCRAPER.

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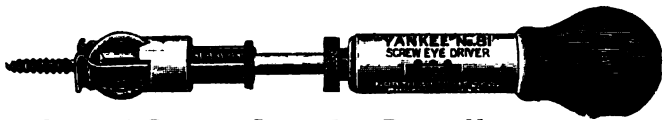
"Yankee" Screw Drivers

North Bros. Co., Philadelphia, Pa., are placing on the market the new "Yankee" Screw Drivers, illustrated. The "Yankee" Magazine Ratchet Screw Driver No. 65 has easy removable and interchangeable blades and the magazine in handle holds them



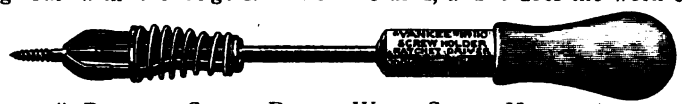
"Yankee" Magazine Ratchet Screw Driver No. 65.

when not in use. As the four blades vary to suit different sizes of screws, the one driver answers in place of four. The shank is of high quality steel, 11-32-inch diameter, with end grooved to correspond to forks on blade,



"Yankee" Ratchet Screw Eye Driver Nos. 80 and 81.

and leaving a web of metal to connect this end so it is not weakened. The blades are of tool steel, and by an ingenious device are held securely in place, and yet readily removable by pulling out with the fingers. The



"Yankee" Ratchet Screw Driver With Screw Holder Attachment.

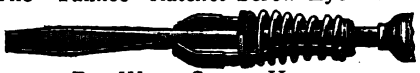
blades are kept in magazine in handle. Holding the driver with handle down, the end of magazine drops, so as to be easily removed. When in use magazine is flush with end of handle. The ratchet mechanism is for right



Screw Holder Attachment.

or left hand, and is rigid. This tool is made in two sizes, differing only in length of shank. The No. 66 has a holder, with four heavy blades, for use in bit brace.

The "Yankee" Ratchet Screw Eye Driver is



Bit With Screw Holder.

for driving screw eyes. It consists of regular ratchet driver, with holder or fork on end of blade. Outside there are two spring steel jaws fastened together at lower end, kept in place by ring surrounding them, which ring is fastened to fork on end of blade. A spring between the fork and lower end of jaws keeps the latter in position to hold screw eye, as shown. Pushing up the jaws with thumb of hand holding driver, the joint of jaws readily open to insert screw eye, which should be pushed down into holder, so it rests solidly in V-shaped groove. The jaws are then released and grasp screw eye as shown. This tool is equally valuable for taking out screw eyes. The jaws are pushed over screw eye and driver turned, the spring jaws holding screw eye when loosened, so it does not fall to floor. The knurled washer on blade is to start screw eye with thumb and forefinger, while the hand holds the tool. This tool is made in two sizes.

The Screw Holder Attachment is simple and inexpensive to hold a screw, to put in place, to drive it in, especially in places difficult to reach and where only one hand can be used, and it does the work effectually without interfering with the ordinary use of the tool. The attachment consists of two jaws, fastened to a head at one end, a ring to limit spread of jaws at other end and a spring to operate the jaws. When screw is ratcheted



Bit With Screw Eye Holder.

in place the jaws will open as the head of screw sinks into wood, so screw can be driven in flush with surface without having to unfasten holder. It releases automatically. In many places where it would be annoying to



Bit and Blades for Use in Bit Brace.

drop a screw in removal, it can be partly turned out, holder slipped over it and removed in holder. In ordinary work where screw holder is not required, it is pushed back on blade toward handle, where it will stay out of the way and yet ready for use at any moment. This attachment is furnished only attached to "Yankee" Ratchet Screw Drivers. It

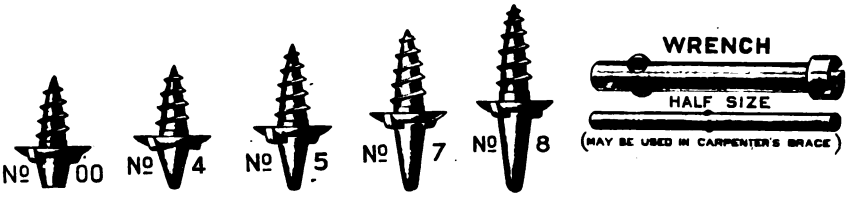
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cannot be furnished separately for tools already in use as the holder must be fitted to blade. It is furnished in several styles and sizes.

The company offer two new attachments for use with their "Yankee" Spiral Ratchet Screw Drivers. The Bit with Screw Holder has a longer bit than regular, with holder attached to hold screw, put in place and drive it in, especially in places difficult to reach or where only one hand can be used. When screw is driven in place the jaws open as the head of screw sinks into wood. The Bit with Screw Eye Holder is for screwing in and removing screw eyes.

Wing Screw Calks

The North & Pfeiffer Mfg. Co., New Britain, Conn., are manufacturers of the Wing Screw Calks, illustrated. The name "wing" as applied to these Calks was adopted because a distinctive feature is the wings projecting from the disc, and which, with the wrench furnished for the purpose, afford a convenient and effective method of attaching the calks to shoe calks. The wings also strengthen both disc and spike and add to the effectiveness of the calk to prevent slipping. The screw calk has the advantage that one can insert same by the gimlet point screw and the calks can be removed or replaced. An instance—when surveyors or cruisers who ride horseback may insert the calks when leaving their horses or they may be taken out and carried in the pocket to be screwed in again when needed. Or, if worn blunt, they may be taken out and new calks screwed into the same holes. The broad disc prevents the calk from bending over or driving through into the foot. They will hold in wet or inferior leather, making it unnecessary to use expensive leather for soles. If a wet sole shrinks on drying the calks may be tightened by a half turn with the wrench.



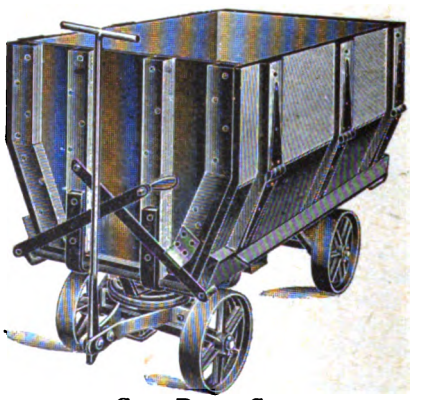
WING SCREW CALKS AND SPECIAL WRENCH FOR APPLYING SAME.

The No. 00 is a blunt calk and takes the place of the hobnail for general use by miners, quarrymen, golf and cricket players, and sportsmen generally. The No. 4 has a short, sharp spike and is used by surveyors, timber cruisers, and for many other similar pursuits. It is a very popular size. The No. 5 is the lumberman's favorite, being an excellent calk for river driving, giving a sure foothold on hard timber. The No. 7 and No. 8 are used by ice cutters, log peelers, mountian climbers, laborers on embankments, or for any purpose where a deep penetration is desired. The longer sizes are sometimes used in the heel with the shorter sizes in the sole.

The size to be used for any purpose depends very largely on various conditions and the individual user. All sizes are made as hard as the necessary strength will permit, being hard enough to wear well on rocks and yet sufficiently tough to stand a hard kick without breaking. Fifty calks make a good average set, though more or less may be used as desired. They are packed fifty calks and a wrench to the box; ten boxes to a carton. The manufacturers furnish a neat leather-covered, velvet-lined sample case with hinged cover, containing a leather strip in which is inserted one of each size of the Calks, with the size numbers stamped on the leather. The case also contains a complete wrench, the whole making a very attractive and convenient outfit.

Self-Dumping Coal Dump Car

The George P. Clark Co., Windsor Locks, Conn., are placing on the market the Self-Dumping Coal Dump Car, illustrated. This is a truck that can be used to good advantage where the coal pile is at some distance from the boilers. The car is emptied by simply lifting handle at either end, when sides will open, the entire contents dropping out at either side. The sloping bottom, like an inverted V, makes it impossible for any coal to remain in car when sides have been opened. This car can be fitted with flange wheels to run on track or with common smooth-faced iron wheels to be used on a smooth floor.



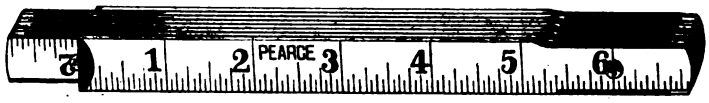
COAL DUMP CAR.

The capacity of car is 2,240 pounds or one gross ton.

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"Pearce" Spring Joint Rule

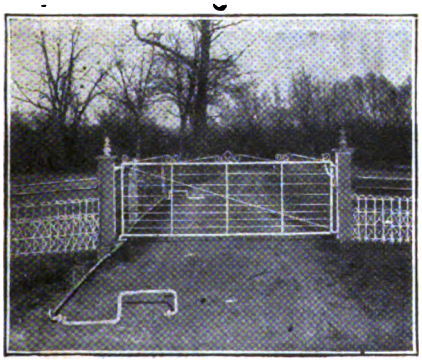
The Chapin-Stephens Co., Pine Meadow, Conn., with New York office at 126 Chambers street, are placing on the market the "Pearce" Spring Joint Rule, illustrated. This rule is brought out to meet the demand for cheap rules of its class. They are not cheaply made, however, but are claimed to be the best quality Rules of this style for the price on the market. They have well constructed joints and will not come apart. The ends are protected by metal tips similar to those used on the company's higher grade Flexifold Rules. This "Pearce" line is finished in yellow only, and comes in 2, 3, 4, 5, 6 and 8 foot lengths. The Rules are packed one dozen in a box and the trade mark "Pearce" appears upon the Rules and upon the boxes. The concern still continue their Flexifold Rules finished in both yellow and white enamel.



"Pearce" Spring Joint Rule.

"Manlove" Self-Opening Gate

The Spring Steel Fence & Wire Co., Anderson, Ind., are offering the trade the "Manlove" Self-Opening or Automatic Gate, illustrated. The gates are made entirely of iron or of iron with wooden frames. The shipping weight is 200 pounds. Gates are furnished with or without the self-opening appliance. The iron gates are made of one-inch pipe or tubing, filled with strong twisted steel wire and firmly braced. The wooden gates are made with crosspieces of yellow poplar. The frame is filled with 5-16-inch round iron. Castings are made of iron, steel and malleable iron, as best suited for their respective uses. The upper hinge is malleable and ball bearing and supports the entire weight of the gate. The trip rods over which the vehicle passes are made of 1¼-inch round iron with crank bent upon and to connect with side rods and are bolted to frames or boxes of 2 x 8 inches white oak. The trip rod is always in proper position for operating the gate when approaching from either side. The latch is so arranged that any one walking or on horseback can open it, the position of the gate making it self-closing without changing the position of the machinery. There are two trips, one to open the gate and the other trip to be run over to close same. This Gate works all right in any kind of weather so long as the throw rods and trips are not frozen to the ground. This Gate can be placed in any driveway. Its advantages are apparent. The driver does not have to leave a restless horse to perhaps run away while opening or closing the gate, the automobilist does not have to get out of his car to stop it to get through the gate and go on his way. In inclement weather its advantages are obvious.

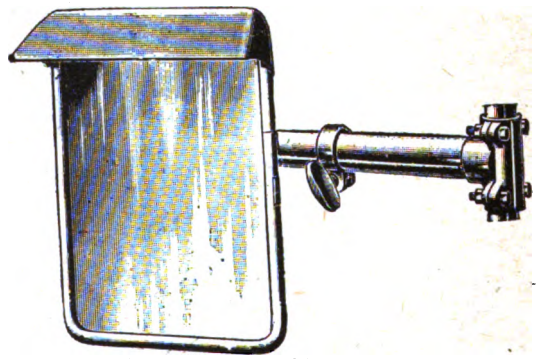


"Manlove" Self-Opening Gate.

Little that is worth having is secured in this world except by unceasing toil. The salesman must be glad to do a salesman's work.

"Argus" Auto Mirror

The Motor Car Equipment Co., 55 Warren street, New York, are offering the trade the "Argus" Auto Mirror, illustrated. It is a special plate glass mirror bound solidly in brass, with a brass hood on top to protect the face of the mirror from rain. It has a ball and socket joint, so that it may be moved in any position. It is slightly concave and gives an extraordinarily wide range of vision behind. This Mirror allows the chauffeur to glance at the movements of all moving vehicles behind, allowing him to turn back and reverse without jeopardizing the occupants of the machine.

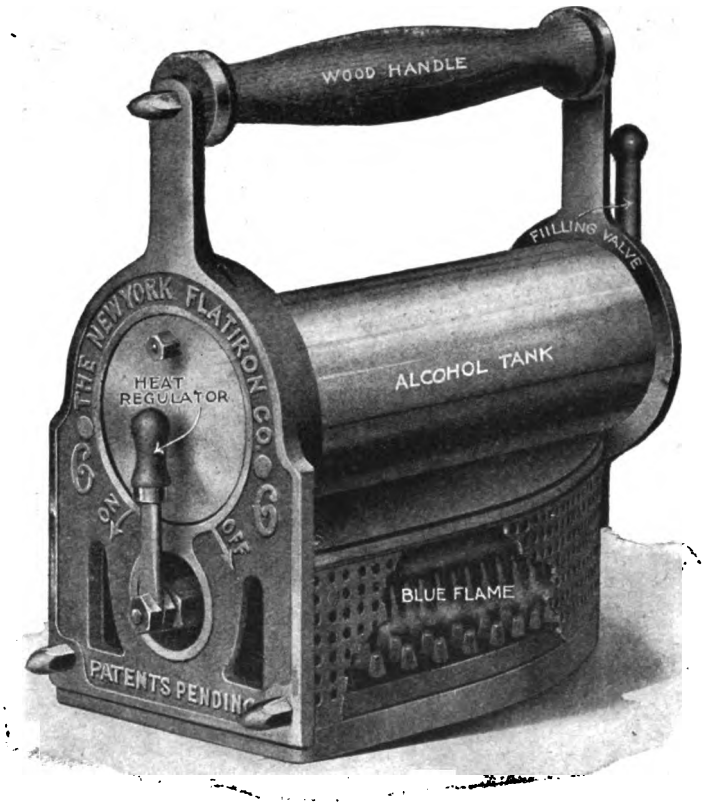


"Argus" Auto Mirror.

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"Fresco" Alcohol Iron

The Flatiron Mfg. Co., Flatiron Building, New York, are placing on the market the "Fresco" Alcohol Iron, illustrated. It is made in one size only at present, a six-pound construction, with various parts nickel-plated. This Iron uses denatured alcohol as fuel and gives a great heat. The cylinder between the base and the handle is the half-pint brass-lined steel tank, nickel-plated. To start: The Iron is tipped upon the end, which is the left in the illustration, and a small portion of alcohol is put in the trough or ring at base of tank and after igniting it heats the alcohol in the tank, causing it to vaporize and as soon as it shows a blue flame underneath the tank where the words "blue flame" appear the Iron is placed flat and within a few minutes is ready for use. There are a large number of projections in the base of the Iron, the function of which is to more readily absorb and distribute the heat to base. The perforated sides permit of the proper amount of air to unite with the flame. The flame does not go through these openings even though the flames are on full capacity, so there is no danger of the operator having the clothing or hands burned by the flame. The lever at the rear provides means for increasing the amount of alcohol to the burner or decreasing it at will. The steady heating of the tank gives a certain amount of pressure within the tank which aids in more perfect combustion, and at the same time drives the flame downward. When ready for use the Iron has very nearly an even heat throughout the base, with a slightly greater heat for the forward three-quarters of the surface. The cost of operating the Iron is from 2 to 5 cents per hour, the average being 2½ cents, depending upon how much alcohol is used. But one Iron is necessary for one operator, as it is kept hot all the time, saving walking to and from the stove to the ironing board, avoiding a hot kitchen, etc. It can be taken out in the yard under the trees or any other place desired. The tank contains sufficient fuel to last for two to two and one-half hours. To refill, the Iron is turned on end and the top unscrewed, the filling valve being shown at the right end of tank. To guard against any danger of overheating of tank contents a safety valve is placed above the heat regulator, which blows off before the danger point is reached.



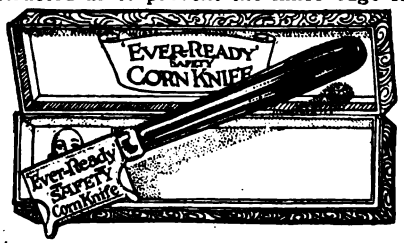
"FRESCO" ALCOHOL IRON.

The merchant who is most familiar with the industries of his territory is the best prepared to make his trade announcements a supplementary catalogue of its needs.

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"Ever-Ready" Safety Corn Knife

The American Safety Razor Co., 320 Broadway, New York, are offering the trade the "Ever-Ready" Safety Corn Knife, illustrated. There are but three parts, blade, blade holder and handle. The blade holder is so constructed as to prevent the knife edge from



"Ever-Ready" Safety Corn Knife.

cutting into the foot. When a blade is dull it can be readily taken out and a new blade inserted. Four blades go with each set. The blade is so placed in the holder that it will cut but a shaving of the corn tissue, thus enabling the user to pare a corn as much or as little as desired with safety.

"Reliance" Folding Handle Drawing Knife

The Reliance Edge Tool Co., Youngstown, Ohio, are placing on the market the "Reliance" Folding Drawing Knife, illustrated. It is made of high grade materials and has 7, 8, 9, and 10-inch blades for stock sizes. Other lengths are made on special orders. The

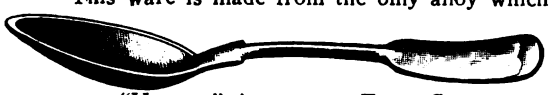


"Reliance" Folding Handle Drawing Knife.

handles swing into four positions. The tool is quickly adjusted and when the parts are moved into place the lock is solid and secure against slipping while in use. It has mahogany stained handles, highly polished, fitted with heavy ferrules. The Knife as sent out is sharpened and set ready for use.

"Veritas" Aluminum Flatware

G. M. Thurnauer & Bro., 83 Worth street, New York, are offering the trade an assortment of "Veritas" Aluminum Flatware, several pieces of which are shown herewith. This ware is made from the only alloy which



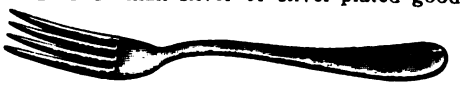
"Veritas" Aluminum Table Spoon.

is said to have been successfully used for the manufacture of aluminum table ware. The weight of articles made of "Veritas" Aluminum is very light, while the articles themselves are very hard and strong. They are non-poisonous and resist all acids present in fruits, vegetables, salts, spices and other foodstuffs. The articles always remain bright, provided they are never cleaned with soda. The best means is soap and hot water, and the high polish is best retained by the application of ordinary white chalk with alcohol. Verdigris,



"Veritas" Aluminum Dessert Knife.

rust and other harmful chemical combinations do not form on this ware, making them very sanitary. Size and strength compared, this class of ware is lighter in weight than such articles in other metals and weigh about one-third of German silver or silver-plated goods.

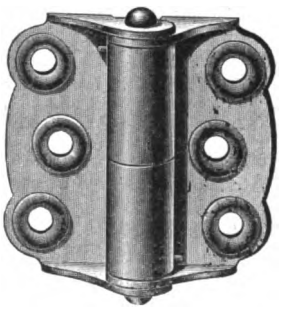


"Veritas" Aluminum Dessert Fork.

The Knives are of highly polished steel to which handles of "Veritas" Aluminum are fastened in such a manner that they do not become loose.

"Bommer" Screen Door Hinge

Bommer Bros., 255 Classon avenue, Brooklyn, N. Y., are placing on the market the "Bommer" Screen Door Hinge, illustrated. This style, 900, as it is known, has a covered coil spring made of high grade oil tempered steel wire. The barrel is made in two sections, which gives an additional bearing, so that the hinge always carries the weight of the door on two bearings, no matter which end is upper-



"Bommer" Screen Door Hinge.

most. The arrangement doubles the strength of the Hinge and doubles its wearing quality.

The greatest power any house ever had is a game salesman—never afraid of competition.

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"Standard" Cash Register

Standard Cash Register Co., Wabash, Ind., are manufacturers of the "Standard" Cash Register, illustrated. The case is made of quartered oak, highly finished, surmounted by a nickel rail and cashier's coin mat. The money drawer is roomy, and is divided into compartments for each denomination of coin and paper money. It contains a "penny cup" into which all small change is dropped through a slot in the lid, avoiding entry or opening the drawer. The combination which opens the drawer is on the left side, leaving the right hand free to write entry, thus saving half the time. Credit sales are made in connection with a duplicating pass book, one of which should be provided for each clerk. The combination lock of four keys, which can be set in sixteen different ways, is the only



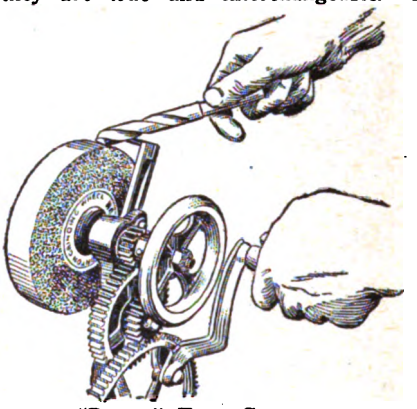
"STANDARD" CASH REGISTER.

method of opening the cash drawer. Upon working the correct combination, the drawer opens automatically, sounding at the same time an alarm which gives warning, avoiding the constant attendance at the cash drawer. This operation also automatically moves the paper or record sheet. This paper is a roll placed under the lid and is only accessible to the one carrying the key. A slot gives ample room to record the sale, be it cash or credit. Upon opening the drawer the record passes under a glass, still in full view, but inaccessible. Opening the drawer without recording shows a blank space, making it at once apparent that an omission has occurred, either in a credit, a charge, or entry, of cash taken in or paid out. At night the day's record is removed and filed away for reference when necessary. The charges and credits may be posted direct from this slip to the ledger. Using this Register shows which clerk sold for cash and the amount. Who paid in money, to which clerk, and the amount. Who paid out money, what for, and the amount. Who bought goods on credit, which clerk sold them, and the amount.

The Hunter Arms Co., Fulton, N. Y., have issued a handsome catalogue illustrative and descriptive of the L. C. Smith Guns. The illustrations are in colors and the fine cuts show the minute engraving on the gun, the grain of wood in stocks. etc.

"Royal" Tool Grinder

Royal Mfg. Co., Lancaster, Pa., are offering the trade the "Royal" Tool Grinder, illustrated. It is equipped with an improved rest for holding a twist drill. Each part can be duplicated. All parts are bored in jigs, so they are true and interchangeable. No

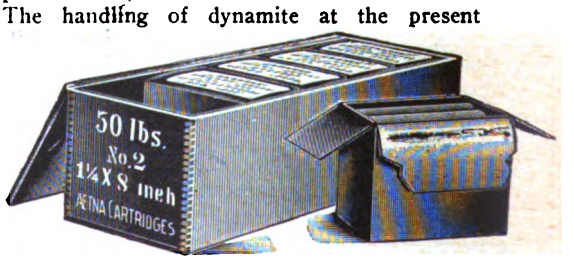


"ROYAL" TOOL GRINDER.

water is required on the grinding wheel, and it is claimed not to draw the temper of a tool. All spindles are cold rolled steel. High grade cast iron is used for frames and gear wheels. The grinding wheel is held in place by a washer nut. The grinding wheel is of alundum, made by a special electrical process. In the manufacture they are puddled, which secures an evenness in texture and insures the wheels free from hard and soft spots.

"Aetna" Dynamite Cartridges

The Aetna Powder Co., Chicago, Ill., are offering the trade "Aetna" Dynamite Cartridges, package of which is illustrated. This style of package is that mostly preferred by the trade, and comes in cartons of ten pounds each, and five cartons in a wood case. The handling of dynamite at the present



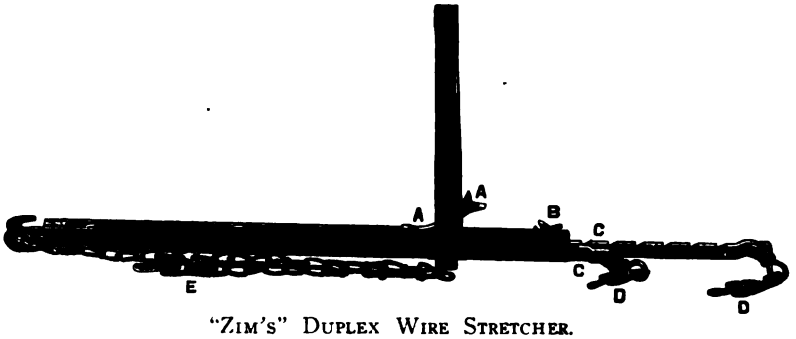
CARTON OF "AETNA" DYNAMITE CARTRIDGES.

time is looked upon with practically little fear. The use of powder and dynamite by people with knowledge of the same causes no more accidents than the use of intricate machinery by those of equal knowledge. There is a great deal of information in the company's catalogue about explosives.

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"Zim's" Duplex Wire Stretcher

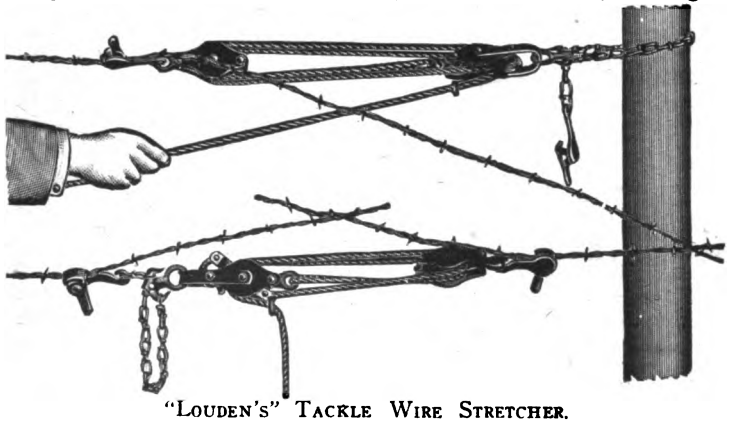
Burgess-Norton Mfg. Co., Geneva, Ill., are placing on the market "Zim's" Duplex Wire Stretcher, illustrated. It is made from a fine quality steel; there are no castings or malleables used in the construction. It consists of a channel in which slide or operate two notched bars C. At the back of the channel is attached a chain with a wire clamp. In operating this is attached to post or wire. At the end of the two notched bars C are wire clamps D fastened to swivels, which allow the Stretcher to work in any required position. To the handle are attached two pawls A, while two other pawls B at the front end of the channel lock the notched rods as they are pulled in. In operating the Stretcher one notched rod is pulled out and the clamp attached to wire to be stretched. The pawls A and B operating on this bar are then thrown down and the handle worked back and forth until the rod is pulled out. The pawl A is then released and the other notched bar pulled out and attached to the wire, and the two pawls A and B operating on this rod are then thrown into position and the handle operated as before. As soon as one or two notches are taken up the first bar is released. This operation can be continued as long as any stretching is required. There is no necessity for tieing the wire in order to take a new grip, the stretching being continuous. With this Stretcher the wire is always under absolute control. There is no danger to the operator in using this device.



"Zim's" Duplex Wire Stretcher.

"Louden's" Tackle Wire Stretcher

The Louden Machinery Co., Fairfield, Ia., are placing on the market "Louden's" Tackle Wire Stretcher; illustrated. In stretching the wire the operator stands away from the wire out of danger, and also when the device is used for hoisting purposes the operator is away from the load instead of under it. The wire grips are fitted with raised flanges or guards which prevent wires from slipping under the eccentric grips. The eccentric grips are fitted with handles longer than usually employed on similar devices, which have an offset curve giving great convenience and power for setting the grip with the hand. When desired, the Stretcher can be fitted with hooks for hoisting purposes instead of wire grips and will be found desirable for removing or elevating wagon boxes, hay racks, or lifting other loads. The iron sheaves turn on special steel thimbles, insuring ease of operation and great strength. It is reeved with full ⅜-inch diameter rope, and is finished in bright vermillion red with gold retouching.



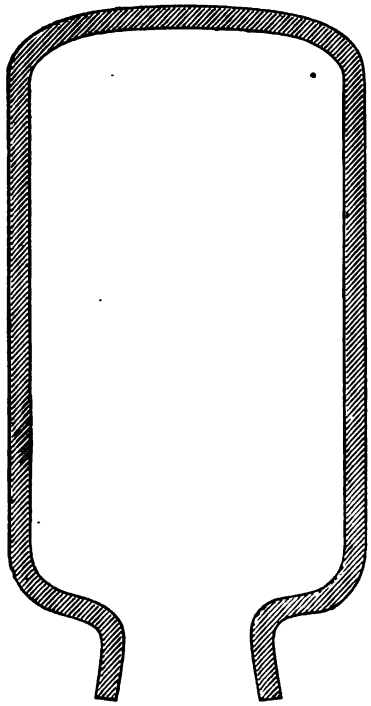
"Louden's" Tackle Wire Stretcher.

Look well to your credit and reputation. They are the most precious possessions a business man can have.

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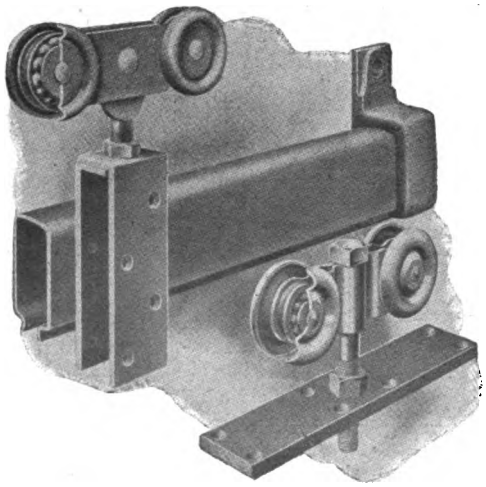
"McCabe" Hanger and Track

The McCabe Hanger Mfg. Co., 425 West Twenty-fifth street, New York, are offering the trade the "McCabe" No. 4 Track and Hanger, illustrated. It is an addition to their line of ball-bearing Door Hangers, and



"McCabe" No. 4 Track, Full Size.

is for use on heavy barn, fire, pier and warehouse doors. This track and hanger are also frequently used for overhead carrying pur-



"McCabe" Door Hanger, No. 4

poses. The "McCabe" No. 4 Track is shown. It is the same shape and style as their No. 2, with the turned down flanges, making it self-cleaning and impossible for any substance to lodge therein. The No. 4 Track is made from 12-gauge cold drawn steel and is said to be the heaviest trolley track on the market. The No. 2 is 13-gauge cold drawn steel. The carriages are ball bearing with hardened and ground cups and cones and ⅜-inch bicycle balls. The wheels are 3 inches in diameter, made from cold drawn steel stamped out by dies made to fit the track, which, having been made over a mandril, permits the carriage to take an exact and even bearing, thus insuring an even carrying of the load with a minimum of friction. Heavy adjustable clevis aprons to come down on both sides of the door and bolted through are provided for attaching the carriage to the door. Heavy plates are also used on the top of the door. This track and hanger are used for doors weighing from 800 to 1,500 lbs.

"Cow-Ease"

The Carpenter-Morton Co., 77 Sudbury street, Boston, Mass., are manufacturers of "Cow-Ease," a clean, non-penetrating liquid that is harmless to apply to horses or cows. It relieves them from the annoyance of



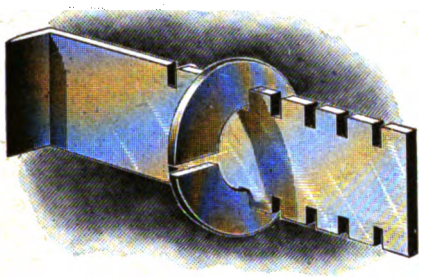
flies, and in the case of cows should be sprayed on them once a day in the hot sultry weather. There is nothing injurious in the liquid, which not only rids the cattle from flies, but also lice and vermin. The "Cow-Ease" comes in one gallon and one quart lithographed cans, making neat packages. Show cards and circulars are furnished with sample order.

A successful business man stated: The value of an employe is measured by the degree of supervision which he requires. The less supervision he needs, no matter what he is doing, the more valuable he becomes.

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"Wilkinson" Burglar Proof Door Securer

The Wilkinson Specialty Co., 69 Wall street, New York, are placing on the market the "Wilkinson" Door securer, illustrated. It is of steel, nicely nickel-plated, and fits any door. The angle or bent end goes into the recess of strike, or it can be inserted in the crack back of the door facing. Close the door



"Wilkinson" Door Securer.

and put on the washer, turning one-quarter way round to notch on inside when it drops in place. In this position it is said that the door cannot be opened from the outside unless the door itself is broken in the attempt. The washer can be put in any of the notches on the bar, making it adjustable for different doors.

Russian Seal Reel Oil

Excelsior Supply Co., Chicago, Ill., are offering the trade the "Russian Seal" Reel Oil. It is an oil product for which high claims



"Russian Seal" Reel Oil.

are made as a lubricator for fine reels. It is especially desirable to use in tournament casting. There is no odor or taste; it will not freeze, gum or corrode in any temperature. One drop properly placed is sufficient. The Oil is put up a dozen boxes for counter display. Labels and cards are lithographed in colors. Each bottle is fitted with patent cork and oil dropper.

The D. L. Bates & Bro. Co., Dayton, O., in recent circulars illustrate the "Bates" Water Motor Fans for use on walls, desks and columns. Electric fans are for use on ceilings, walls and desks. Water and belt driven ventilating fans for floor, wall or ceiling, to be run by water motors, gas and gasoline engines, are also shown.

The Cincinnati Tool Co., Cincinnati, Ohio, have ready their handsome new catalogue of mechanics' tools. Hollow Augers, various kinds of Clamps, Metal and Wood Bit Stock Drills, Ratchet Drills, Screw Drivers, Pliers, Saw Vise, Bit and Brace Wrenches, Bench Stop, Spoke Shaves, Pole Climbers, etc., are shown.

"Ideal" Grass Carrier

The Krause Mfg. Co., Zion City, Ill., are makers of the "Ideal" Grass Carrier, illustrated. It is adjustable to nearly every make of lawn mower, and to various sizes, high and low wheeled mowers. The bottom is of galvanized iron, in two parts, telescopic in form. The sides are of striped duck. Two thumb bolts and an ingenious but simple device



"Ideal" Grass Carrier.

are used in attaching the Carrier to the handle of the mower. No screws or bolt on the mower is touched in attaching the device. A stopper in front of the Carrier prevents grass from falling out or interfering with the mower. The bottom does not drag even when full of cut grass, hence it does not drag on the lawn. The device is light but firm and weighs 4 pounds.

The concern also manufacture the "Victor" Carrier, which has a canvas bottom with galvanized iron front. One size can be adjusted to fit from 10 to 18-inch mowers without sagging of bottom. Freight rates are the same from Zion City as Chicago.

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"Paragon" Gas and Cutting Pliers

The William Schollhorn Co., New Haven, Conn., for whom George W. Davis, 7 Warren street, is New York representative, are manufacturers of the "Paragon" Gas and Cutting Pliers, illustrated. This is a combination tool, neatly nickel-plated, fully tempered and fully warranted. It is a flat nose gas plier and cutter combined, and has fine polished jaws. It is made of crucible tool steel, is light in weight and comes in 5, 6 and 7-inch sizes. Its large sale is due, to a great extent, to its popular selling price.



"PARAGON" GAS AND CUTTING PLIERS.

"Excelsior" Telescope

Kirtland Bros. & Co., 90 Chambers street, New York, are offering the trade the "Excelsior" Telescope, illustrated. It is 3½ feet long and is in five sections. The circumference at the larger end is 5¾ inches, and length when closed is 12 inches. It is brass, bound with safety cap on each end to exclude the dust, and is fitted with powerful lenses, scientifically ground and adjusted. It is provided with an extra adjustable solar eye-piece, for special use in watching the sun



"EXCELSIOR" FIVE-SECTION TELESCOPE.

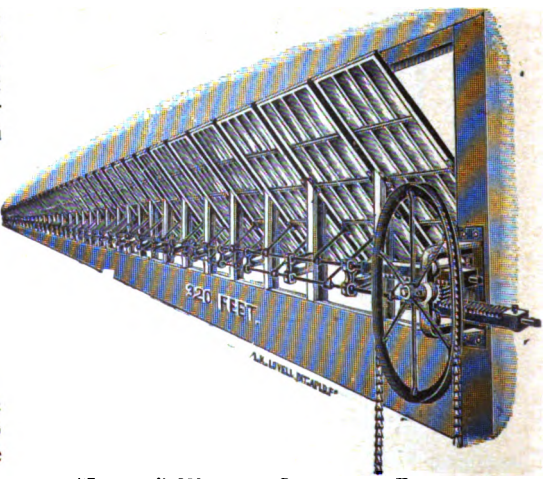


SOLAR EYE-PIECE.

or a total eclipse of the sun, etc. It is to be used only when looking at the sun, as no other light is strong enough to pierce the thick, dark lens. The approximate magnifying power of the Telescope is ten times. It is sold at a nominal price, with good profit to the dealer.

"Lovell" Window Operating Device

The G. Drouve Co., Bridgeport, Conn., are manufacturers of the "Lovell" Window Operating Device, illustrated. It consists of two main operating rods riding through non-friction brass rollers, being actuated by a rack and pinion operated from any point desired by the use of a large wheel and chain. To the window two arms are fastened, one to either side of the sash frame, these in turn being fastened to the operating rods with open couplings. At any time sections of the sash can be cut out and windows kept closed by the simple turn of a nut, releasing the couplings and dropping them until needed further. It is simple of erection and easy of operation. It will open 500 feet of sash and assure to each window an equal opening and closing. The device is sold by the lineal foot, one operating station being included to each 100 feet. It



"LOVELL" WINDOW OPERATING DEVICE.

can be sent anywhere and erected by an ordinary workman with the aid of blueprints,

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The Stephenson Mfg. Co., Albany, N. Y., manufacturers of the "Stephenson" Bar Belt Dressing for tight belts, in their advertisement, present a good argument on the "Substitution" question. They report increasing orders from consumers and from the trade.

E. C. Atkins & Co., Indianapolis, Ind., announce an interesting contest in the way of window displays and newspaper advertising, pertaining to cities having a population of 25,000, and also under that number. It ends on June 1, 1908. A booklet will be sent upon application which gives full particulars.

The Bissell Carpet Sweeper Co., Grand Rapids, Mich., and 25 Warren street, New York, have been sending out their annual Easter offer. In connection with their combination offer on Sweepers they also include advertising helps of various kinds, all tending to focus sales to the dealer's store.

The Union Elevator and Machine Co., 144 Ontario street, Chicago, Ill., have issued a new catalogue of Contractors' and Railway Supplies. Within the 140 pages there are included a large number of items, most all of which are the company's own manufacture. It is their aim to produce goods that are noted for strength, quality and finish. In addition to this catalogue they also publish catalogues of Freight Elevators and Theatrical Stage Hardware, any one of which will be sent upon request to interested parties.

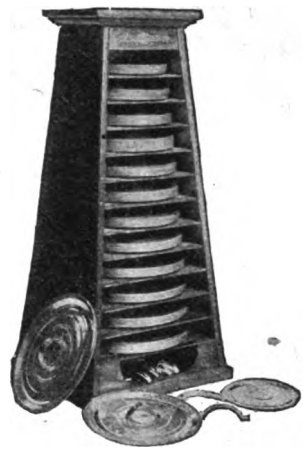
The G. F. Barron Cooler Co., Granite Building, Rochester, N. Y., have issued a new catalogue for the current season. It shows general and sectional views of their Sanitary Water Coolers, which are adapted for use in hospitals, public buildings, schools, hotels, restaurants, stores, offices, residences, factories, streets, etc. This Cooler connects with pressure water systems, and is tested to 150 pounds' pressure. It is self-cleansing. There are no coiled pipes to become foul. The water does not come in contact with the outside air or ice.

Hartwell Bros., Chicago Heights, Ill., have issued an attractive booklet pertaining to their goods, hand-made Hickory Handles. There are several special views showing the process of manufacture and the company's facilities. In the manufacture of their "Honest Abe" Axe Handles small-bodied, second growth hickory trees are used. The description of the process informs the reader that every operation is by hand up to the grinding and polishing on a rough and fine sand belt, which is the last operation save that of being put on a waxing belt, which brings out the whiteness and covers the Handles with a brilliant gloss.

Owing to his extended interests in other lines and inventions of his own, E. B. Gibford has resigned as treasurer and sales manager of the Gibford-Weiffenbach Co., Adrian, Mich. It will in no way affect the line of Red-E-For-Use Razor Strops that have borne his name for many years. G. U. Weiffenbach becomes general manager of the company. The concern have their new plant complete and can take prompt care of all orders.

"Lasher" Pot Cover Cabinet

The C. W. Lasher Mfg. Co., Davenport, Ia., are makers of the "Lasher" Pot Cover Cabinet, illustrated. The Cabinet is made of clear cypress, natural finish, well varnished, This new size Cabinet is brought out in response to the requests of a large number of dealers who do not handle the ¼-inch sizes. This new Cabinet is No. 12 and carries the



"Lasher" Pot Cover Cabinet.

even and ½-inch sizes from 8 to 13½ inches. Like the original Cabinet, the shelves are numbered down the side. The shelves are so arranged that no sized cover will fit into a smaller shelf than the one in which it belongs. In the bottom of the Cabinet is a place for the spring-in handles. The Cabinet is sent out with one or two gross assortments of the "Lasher" Spring-in Handle Cover. The spring steel handle springs into the recesses in the cover and fits as firmly as if riveted.

The Corbin Cabinet Lock Co., 21 Warren street, New York, have ready for distribution to the trade a new catalogue showing their line of Cabinet Locks with half-size illustrations. In this cloth-bound 250-page book are also shown Knobs, Escutcheons and Striking Plates. In the back of the book is shown a comparative list of various locks. This catalogue has been brought out to send to those who are interested only in cabinet locks and accessories.

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Alcohol Vapor Utilities

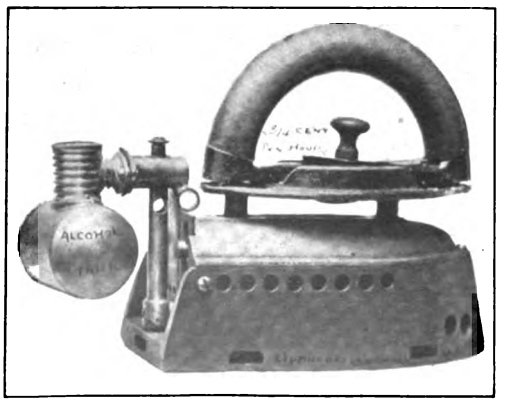
Lippincott Co., Newark, N. J., are placing on the market a Self-Heating Alcohol Flatiron, illustrated. The alcohol is contained in a neat brass reservoir, having a capacity of about 3 ounces. This is fed to a vaporizing chamber, and the heat of the iron automatically generates enough vapor to heat the iron to any desired degree. The small needle valve may be closed to decrease the heat if desired. The Iron is made in 3½ and 7-pound sizes and may be operated at a cost of less than one cent per hour. The makers guarantee the Irons not to



"LIPPINCOTT" ALCOHOL ONE-BURNER STOVE.

blow flame through the air holes, thus eliminating the danger of burning the articles being ironed. The portability of this Iron will appeal to the housewife, as it can be used outdoors as well as in the house, and away from the hot kitchen stove during the summer months. The steady heat maintained is a large saver of time and energy and the family ironing can be done much quicker. There is no vapor or other odor in using the Iron.

The concern are also making a substantial



"LIPPINCOTT" ALCOHOL FLATIRON.

stove burner in connection with nickel-plated cast iron stoves, in 1, 2 and 3-burner styles, the simplest, 1-burner construction, being shown herewith. They will also make the 1 and 2-burner stoves of copper, either silver or nickel-plated, which are intended more for chafing dish use. To those who are without gas the Alcohol Stove appeals as a necessity, and many gas users prefer denatured alcohol on account of its safety, cleanliness, freedom from smell and economy.

National Cutlery Co., Detroit, Mich., in a new catalogue bring before the trade the large variety of Knives and tools made by them. High quality steel is used which holds an edge, and all knives and tools are hand forged. A wide variety is presented in the Butcher Knife line, followed by Paring, Kitchen and other Knives. Chisels, Punches, Claw Bars, etc., are also shown.

The Norvell-Shapleigh Hardware Co., St. Louis, Mo., are out with their Bicycle catalogue for the season of 1908. It is a pamphlet of 72 pages and illustrates many bicycle sundries. In the introductory the concern point out that the use of the bicycle is increasing and that the current year should show a healthy increase over that of last year. The bicycles are illustrated in the same colors in which they are supplied the trade. Bicycles are now constructed so they need few repairs.

Alabastine

A reference to the Alabastine Co.'s advertisement in this issue, setting forth a profit to dealers of from 66 2-3 per cent. up, according to the quantity of Alabastine purchased, leads one to the conclusion that there are very few thoroughly advertised staple articles that have the large volume of sale and the large profit. This leads to the still farther thought to the dealer who may not be handling Alabastine, and who is interested from time to time in weeding out the unprofitable and unsalable lines that he may carry, and substituting the advertised, profitable and up-to-date lines, that Alabastine is worthy of consideration. There is another thought for the Hardware dealer recognizing the increased and increasing demand for Alabastine, the general tendency among all householders to turn away from papered and to tinted walls, that there is an opportunity by stocking with a correct tinting material like Alabastine to get an advertised and an additional profit on sales that have heretofore been going largely to the wall paper dealers for wall paper. Alabastine would seem to be a material with good possibilities that would appeal more and more to the Hardware dealer as an important unit that he might add to his stock.

The company announce an interesting proposition concerning window displays for this spring. For this purpose they furnish attractive advertising matter, in the way of color posters, cards, signs, streamers, sample sheets of "Alabastine" Wall Covering, etc.

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The P. Lowentraut Mfg. Co., Newark, N. J., report a very active demand for their well-known Gas Pliers, fully 75 per cent. of the factory force being placed on this line. The popularity of these Pliers is attributed to their jaws, the teeth of which are especially milled by a special machine, which produces a "sure grip" tool.

The Arcade Mfg. Co., Freeport, Ill., announce they are now manufacturing iron roller skate wheels in large quantities. They are made from high grade gray iron, and the makers report a large demand.

The Motor Car Equipment Co., 55 Warren street, New York, have issued a new catalogue for this season, covering Automobile supplies. Over 2,000 items are illustrated, described and priced.

"How Dixon Meets Hard Times" is the caption underneath a view showing a new Dixon factory in course of construction. This view appears in the last issue of "Graphite," the monthly periodical issued by the Joseph Dixon Crucible Co., Jersey City, N. J.

The Alcohol Utilities Co., 156 West 23d street, New York, have issued a new catalogue showing their enlarged line of Alcohol Stoves, Flat Irons, Lamps, Chafing Dish Stoves, Hot Plates, Room Heaters, Camping and Traveling Outfits, small Vapor Cookers, Alcohol Inverted Lamps for stores, etc. "Pyro" denatured alcohol is used in all these utilities. Copy of the catalogue will be sent anyone upon request. This is a line that will stand pushing by the Hardware dealer, especially at this season.

William Johnson, Hedenberg Works, Newark, N. J., has ready for distribution a special catalogue of Plumbers' Tools, comprising a careful selection from his general catalogue of Mechanics' Tools. Such goods are shown as Steel Caulking Chisels, Cape Chisels, Round Irons, Gas Fitters' Augers, Cold Chisels, Pliers, Tap Borers, Plumbers' Steel Bending Pins, Washer Cutters, Pipe Drills for ratchet braces, Plumbers' Tool Bags, Wiping Cloths, Ladles, Saws, Soldering Coppers, Pipe Cutters, Solder Moulds, etc.

The Lockwood Mfg. Co., New York City, will remove on May 1 to 16-18 Reade street, where they will occupy larger quarters. The ground floor will be fitted up for offices and display and salesrooms, while stock will be carried in the two basements. There will be a total floor area of 10,000 square feet, giving the added room for the constantly growing business in builders' Hardware. The store will be jointly occupied by the New York office of the F. & N. Lawn Mower Company.

Walworth Mfg. Co., 128 Federal street, Boston, Mass., and Park Row building, New York, are sending out circular descriptive of the "Hall" Cast Iron Pipe Cutter. This tool is especially adapted for cutting cast iron pipe in the trench. It is stated the average time in making a 4, 6 or 8-inch cut is but four minutes. The tool comes with 3 or 4 loops, each loop having one or two wheels.

The Union Steel Screw Co., Cleveland, O., have issued a handsome catalogue and price list of Wood Screws, Bolts and Rivets. By reason of the fine engravings the details of threads, etc., are brought out on the screws far better than in the average catalogue.

The Buck's Stove & Range Co., St. Louis, Mo., have issued a sumptuous volume, being a combination of a catalogue and portraits of the officers and sales managers. There are also numerous views of the various offices wherein the work is done that moves the mighty volume of business. The illustrations are of a high order and this same remark applies to the multitude of Stoves and Ranges shown within this 240 page book. It is 8½ x 11 inches in size, substantially bound in board covers, with cloth reinforcement, and lettered in gold.

The Goodell-Pratt Co., Greenfield, Mass., are distributing the supplement to their No. 8 catalogue, consisting of instruments of precision under the brand of "Mass. Tool Co." There are many fine tools shown within the 52 pages. These include Micrometer Calipers, Micrometer Depth Gauges, Tempered Steel Rules, Center Gauges, Combination Squares and Sets, Protractors, Spring Calipers, Screw Pitch Gauges, Surface Gauges, Beam Trammels, Precision Center Punches, Lathe Tools, Boring, Milling and Sawing Attachments, Chucks, Bench Anvils, etc.

Simmons Hardware Co., Inc., 173 Duane street, New York, have issued a volume which comprises illustrations and descriptions of goods carried in stock at the metropolitan branch. The system of numbering is that followed in the large catalogue, issued from the main office at St. Louis. Throughout the book are many pages in colors showing the natural appearance of the goods, such as Picks, Axes, Hand Saws, Hatchets, Levels, Planes, Tool Sets, Pocket Knives, Lawn Mowers, Chisels, Lawn Rakes, Pliers, etc. In the back of the book are a number of pages giving the suggested retail prices on the "Keen Kutter Goods. In connection with this catalogue the concern get out an approximate net price list. The catalogue is No. 615.

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The Charles Parker Co., Meriden, Conn., with New York salesrooms at 32 Warren street, have gotten out a handsome catalogue showing half-tone illustrations of their extensive line of "Parker" Vises. The completeness of the book is evidenced by the 80 pages filled with Vise literature and illustrations. These Vises are adapted to locomotive works, car builders, woodworkers, machinists, gun, sewing machine and carriage manufacturers, jewelers and artisans generally.

R. E. Dietz Co., 60 Laight street, New York, have brought out a new catalogue of the "Dietz" line of Lanterns. This catalogue, No. 40, contains over 100 pages, and comprises Lanterns made for a large number of purposes, including cold blast, Fire Department, Mill, Railroad, Signal and other Lanterns; Gauge, Dash, Driving, Motor, Station, Signal, Side and Square Lamps, etc. Many of the constructions are shown in colors, such as Conductor's Lanterns, Railroad Lanterns with red globes, etc. The frontispiece presents views of the New York office and factory and of the plant at Syracuse, N. Y.

The Norvell-Shapleigh Hardware Co., St. Louis, Mo., are distributing copies of their spring catalogue. It is a book of 290 pages and is accompanied by a price list. This catalogue shows a full line of Fishing Tackle, Baseball Goods, Lawn Tennis Goods, Hammocks, as well as a miscellaneous line of Sporting Goods, Rifles, Cutlery, Paint Brushes, Boys' Wagons, Bicycles, Harness, and 64 pages of spring Hardware. On the inside front cover attention is given to the special merits of different articles, such as Steel Fish Rods, Reels, Fish Lines, Seines and Nets, Hammocks, Fish Hooks, Baseballs, etc. A copy can be had upon request by any merchant.

Josh Billings on Carpet Sweepers

Bissell Carpet Sweeper Co., the well known makers of Carpet Sweepers, a short time since came across a letter from Josh Billings, which was sent to the concern some 31 years ago. Its humor is still as fragrant as ever. The letter follows:

"Dear Bissil—Your sweeper cum safe, and I must say it will worry the dirt off a karpet more sudden and sincearly than enny enterprise I have met yet. Me and mi wife have had 2 quarrels allreddy who shood use the deer sweeper neckst.

"Yours without a struggle,

"JOSH BILLINGS.

"P. S.—Mi wife haz rigged a kradle on the top ov the sweaper and rides the baby around the room, and hunts for kambrick needles at the same time. Bully for the sweaper. J. B."

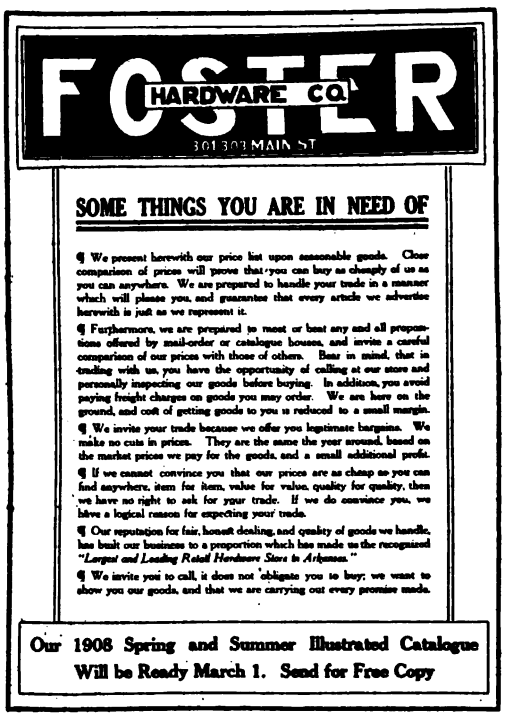
A. C. Lippincott, Newark, N. J., has ready catalogues of Alcohol Vapor Blue Flame Stoves made of cast iron, nickel-plated 1, 2 and 3-burners; also the same in single and double burner of copper, silver or nickel-plated; Self-heating Alcohol Flatirons, 4 and 7-pound sizes; Faucet Water Motors, in 3, 5, 6, 8, and 12 inch sizes, with pulley, emery wheel, buff wheels, etc.

F. D. Kees Mfg. Co., Beatrice, Neb., in a folder illustrate and describe "Gossett" Detachable Suspension Hinges for full length window screens and storm windows.

At the recent annual meeting of the Benedict Mfg. Co., East Syracuse, N. Y., reports of business showed a most satisfactory state of affairs. Dividends were declared on both common and preferred stock.

A Connecticut Store "Opening"

F. A. Hull & Son, Danbury, Conn., on the 4th ult. had the "opening" of their new store, which was a great success. The store was thronged all the day, conservative estimates placing the number at upward of 10,000 visitors. Souvenirs were provided for both the ladies and gentlemen. After the close of the store a banquet was tendered the employes of the establishment and invited guests, which was a very enjoyable feature.



FIRST PAGE OF A CIRCULAR FROM LITTLE ROCK,

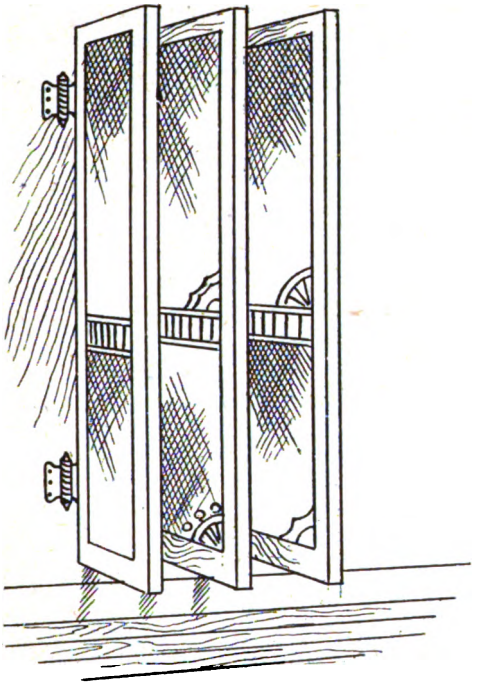
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HARDWARE STORE EQUIPMENT

Sampling Screen Doors

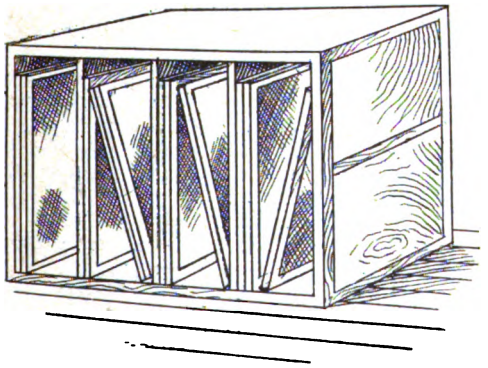
To the Editor:

I enclose herewith my method of sampling screen doors; also my method of keeping stock. Screen Doors are recognized as a class of goods which are difficult to handle satisfactorily. They are bulky and require an



METHOD OF SAMPLING SCREEN DOORS.

amount of space not commensurate with the profits realized from their sale. If they are leaned against the wall or shelving, they will become warped, unattractive and unsalable. The sample doors are hinged to an upright



STOCK OF SCREEN DOORS.

panel about 6 inches apart; this allows swinging them out of the way in an instant, and takes up little space. On each door is tacked a card, stating cost and different dimensions of doors carried in stock.

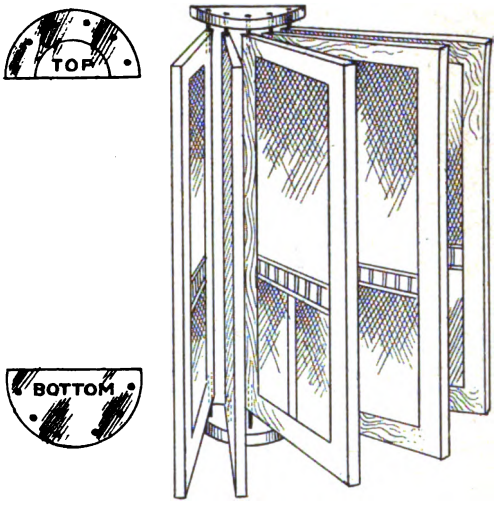
The illustration of stock of screen doors shown is a manner of storing in compact form against the wall in a rack. The edge of each door only is shown, with the size plainly marked upon it. This arrangement takes time in the beginning of the season, but it saves time and annoyance later on. The space used is an economical way, and they can be placed in the warehouse or in a dry cellar.

J. M. WEAVER.

Editor's Note—The artist got the wrong idea from the sketch submitted, as he evidently tried to show window screens. The idea is shown but the proportions are incorrect, as the doors are stood on end and not laid on the sides.

Home-Made Screen Door Rack

We hunt some unoccupied space in our room about a foot or 18 inches wide and a little higher than the regular 2 ft. 8 in. or 6 ft. 8 in. screen door, and cut out a half circle from a linoleum crate. We then drill holes in the same, the number of holes depending on the different styles of doors we



SAMPLING SCREEN DOORS.

display. We then drive a wooden peg in the top and bottom and place the doors in the rack so they swing easily. This method permits showing the door as it would look when hung in a house. We sell from this simple rack and deliver from the stock room.

F. J. HAMILTON & SON.

Selling Window and Door Screens

To the Editor:

In selling window screens, we pile them all, about 50 dozen, on the floor, as near the front door as possible, at the beginning of the sea-

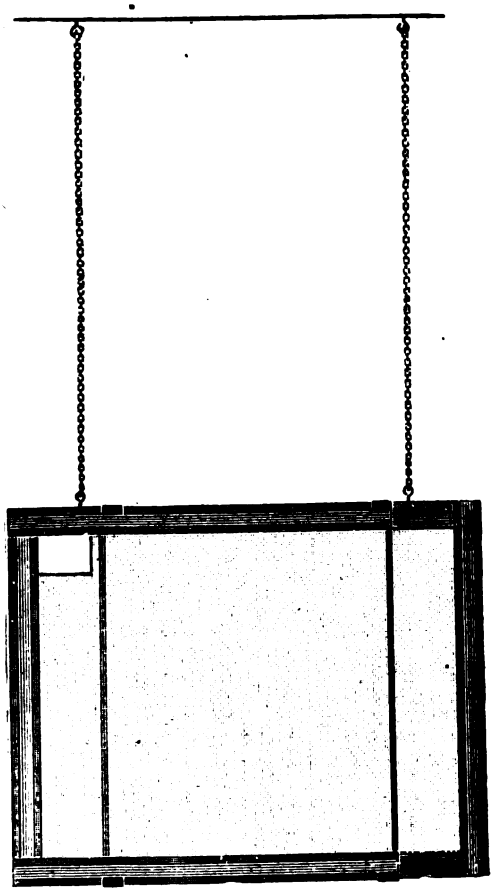
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son. We sample each style of Screen Doors by suspending on hinges, so we can show both sides of the door to customers. We keep these doors at the back end of the store, and keep the stock in warehouse. We display samples of garden tools on the sidewalk in front of the store.

Turner & Smith.

Displaying Window Screens

Under the most favorable circumstances it is somewhat of a problem to have the window screens in an accessible place, where they can be readily inspected, yet out of the way. Where space is valuable, where there are a multitude of items that require the right placing to be within quick reach, still further complicates the situation. One Philadelphia



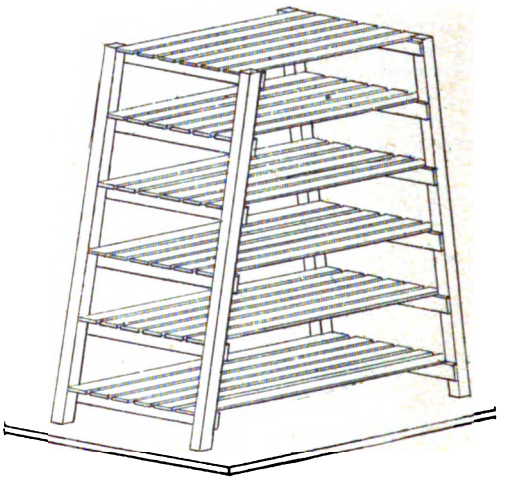
Convenient and Compact Display of Screens.

house has solved a portion of the problem, however. Screw eyes are fastened in the wood ceiling from which are suspended twc chains, to which the window screens are attached, as illustrated. All the different kinds of screens for sale, with the different sizes, are kept in a small space, up from the floor, easy of access, as any one screen can be pulled out of its swinging position without disturbing the remainder. In the upper left-hand corner is tucked a small white card having on it the cost, selling price and size. Screen doors are treated in a similar manner, and to one who has never tried the scheme it is surprising what a convenience it is. Stock can be kept in another part of the store.

Rack for Window Screens

To the Editor:

We enclose sketch of a rack such as we use in our Hardware store for displaying window screens. This rack is the most convenient thing for the purpose we have found. It requires a floor space of 24x42½ inches. It measures 24x28½ inches at top and is 4 feet 9 inches high. The upright posts are 1¾x1¾ inches square. The cross supports, to which the slats are nailed are ¾ inch thick and 3 inches wide. The slats are ⅝ inch thick and



Window Screen Rack.

can be made any width desired to fill the spaces. Suitable material can be selected for making the rack described, from sewing machine or gasolene stove crates, to be found in nearly every Hardware store. After the various parts have been put together and then painted or stained, the outfit presents a very attractive appearance. In case you think this would be of any value to the readers of the Hardware Dealers' Magazine you have our permission to use it.

The L. W. Loomis Hardware Co.,
B. H. Loomis, Treas.

Displaying Seasonable Goods

To the Editor:

I believe a strip or board nailed to the wall and the screen doors hinged to it would be as economical and effective a way to display screen doors as could be suggested. Nail a board, say 12 inches wide, to the wall and fasten, with hinges, a door on each side of it; then nail another board 8 inches wide

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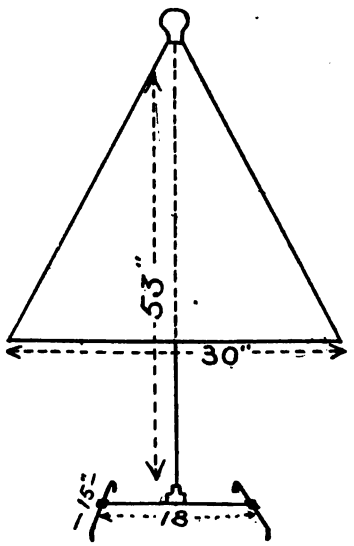
right on top of it, and fasten two more doors on that the same as the first. Then put a strip four inches wide and a door on each side of it. This would display six different styles of doors and they would all swing back against the wall, or within three inches of it. The salesman could take hold of them on either side and swing them out so the customer could see them, and when not in use would not take up much room except against the wall.

For displaying garden tools a rack of any kind that will hold them is good, while if the room is available, a rack put up on the wall is as good as any. David F. Love.

Editor's Note—Mr. Love's method is somewhat similar to that illustrated by J. M. Weaver, whose method is described on page 815 of this issue.

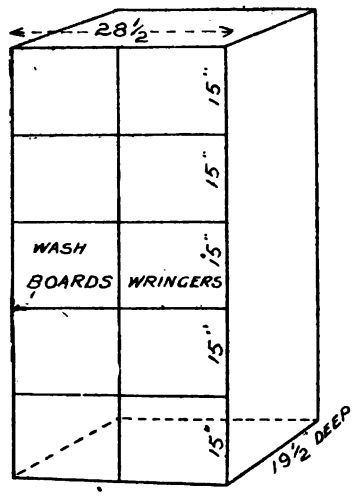
Some Handy Racks

We handle screen doors and screens in a rack which is 7 feet high and 3 feet deep, with slat partition spaced about 9 inches apart. This allows one-half dozen screen doors to be slid in standing in their regular position and is very easy to pull out any one door you may want and swing around front of the rack, thus showing the door just as it would appear when hung. There could be a partition put in what



Display Rack for Paint Brushes.

spaces would be required for smaller screens and spaced according to the size screens handled. We send sketch of display rack made for paint brushes; it is made of galvanized iron in the shape of a funnel bottom side up. The frame is made of gas pipe and fittings; at the top we used a stove knob and under the sheet iron on top of pipe we put in a sample cone of a lawn mower ball bearing we happened to have. This makes it free to turn round; to fasten on the brush we punched the iron and put in brass hooks and solder them a little on under side, using small screw eyes in sample brushes, spacing according to stock to be displayed; this is 53 inches high. The funnel-shaped iron is 30 inches in diameter at bottom. The stand on floor is 18 inches long with pieces across each end 15 inches long, with elbows on ends so it stands firm on the floor.



Wringer and Washboard Rack.

Another rack we have found to be useful and uses up very little space is one for wringers and washboards. It is 28½ inches wide, with partition up the center 19½ inches deep, each space 15 inches high, with narrow board across the bottom of each space to display wringer. This makes room to put three of each kind of wringer in each space and the sample set up in front. This can be made as high as necessary to accommodate as many different kinds of wringers as may be carried; the other half of rack will be the proper size to take regular washboards.

Breckenridge & Co.

Displaying Garden Tools

It has been my custom during each spring and summer to hang in the vestibule entrance of store, which is of good width, and to one side, hooks or racks on which are hung rakes, forks, spades, etc. In this way they are in full view of every person who passes on the sidewalk and also cannot be passed by without being seen by those who enter and leave the store. At the same time, they are protected in a large measure from the deteriorating influences of the weather. This is a simple method of displaying garden tools, but is very effective. It is also quite convenient to sell from the samples. On the opposite side of the entrance where the tools are displayed is the store show window.

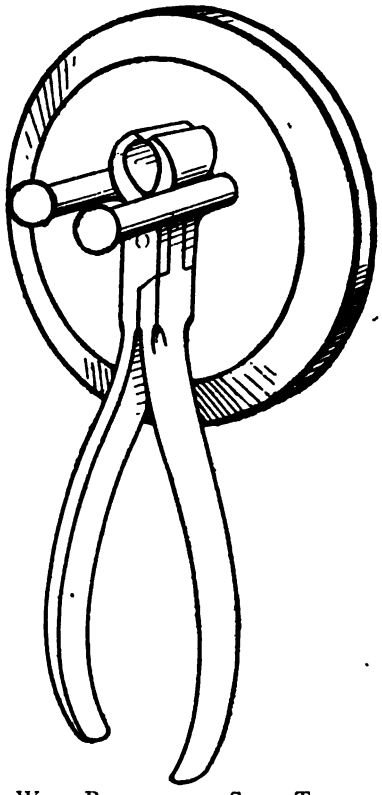
R. W. Edmunds.

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In displaying garden tools we place these on "Herrick's" Tool Racks and usually make a window display. We have found nothing better than a regular screen wire cloth rack to show up the screen wire. J. S. KRAUSE.

Selling Samples of Goods

A commendable plan which could be followed to advantage by many Hardware dealers, is that used by a large and successful firm. Their shelf boxes are all made in multiples, so if it is desired to take out four small boxes a full size one can be put in its place, or two half sizes. Three boxes can be taken out and a three-quarter size box put in. These wood shelf boxes have green paper fronts. When they become soiled the front is easily replaced by putting on new green paper with



WOOD BRACKET FOR SOME TOOLS.

overlapping edges to give a neat appearance. Samples of the contents of each box are put on front. Instead of being wired on, in most cases a spring clip holds one end of the tool, like a screw driver, and the other end rests on a screw hook. When a customer asks for a No. 20 screw driver the salesman takes off the sample, and, if wanted, wraps it up and hands to the customer. Then a fresh sample is taken out of box and put in place. In the large sliding glass door show case, where planes, breast drills, braces, etc., are kept, but one tool is put on a bracket. The background is of black cloth, which sets off the nickel plating or polished tools to excellent advantage.

For holding breast drills, and some other tools, wood bases supporting one or two wood rods, having slight knobs at end, like illustration, are utilized. This base is secured to back of show case. The advantage of using the wood bracket is that it does not injure the finish of the tool in any way and the knobs keep the tool from falling off it accidentally while handling any other tools in the case.

Jack planes are stood on end, the other end slipping under a wire loop. Above the plane, on the wall, is a tag indicating number and price. One of these planes is readily withdrawn to show customer and as easily returned. If a sample is sold the blank space is seen at a glance and a new plane put in its place. Iron planes are carried on hooks. Block planes are put on wood shelves supported by small brackets.

No Change in Cutlery Prices

At a special meeting of the American Pocket Cutlery Manufacturers' Association, held at the Hotel Belmont, New York City, the 20th ult., the following resolution was unanimously passed:

Resolved, That it is the sense of this association that present costs of production do not warrant and will not permit of any changes in our established prices.

Never Talk About a Competitor

It is a mighty good rule to never talk about a competitor. There is a little bit of logic which says: A wise man talks about the virtues of that which he has to sell, a vain man talks about himself, and a fool talks about his competitor. There is never a cent made by telling your customers what a competitor is doing. If they insist on telling you what he is doing, it is a good policy to listen to it all, and then when it comes time for you to express an opinion, merely pass the matter over as of little consequence and proceed to interest them in what you are selling. So long as you have the ear of the customer you have the advantage over all competition, and it is your duty to proceed to fill that ear with the kind of information which will convince its owner that he must buy the identical thing you have to sell, not only because it will exactly fill his needs, but because he wants to buy it of you, so you can get the benefit from his trading. That is the feeling everyone who sells goods should strive to create. It makes no difference what your competitor says when you once create that feeling, and you can only succeed in accomplishing this object by concentrating your entire attention on the matter in hand, forgetting all about your competitor, and letting him take entire care of himself, while you land the order.

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Hardware Conditions Abroad

F. H. Hoffmann, manager of the Gem Cutlery Co., New York, has recently returned from a trip through Europe. To a representative of the HARDWARE DEALERS' MAGAZINE he gave some interesting information.

"How did you find general business conditions in England, France and Germany?" was the first query.

"Somewhat to my surprise, the people are generally prosperous, taking the countries as a whole. England is in good trade position as well as France, but Germany is still better. During the past five years trade conditions have materially changed in the latter. Trades unions have effected a considerable increase in wages. Living expenses are about on the same basis as in this country. The only item in the German workmen's favor is rents, which are somewhat lower than in the United States."

"In view of these circumstances, Mr. Hoffmann, what is or what will be the effect so far as concerns American goods being exported into Germany?"

"Of decided advantage," was the reply. "In all the countries I visited, and I was in quite a number, as I was on a purely business trip, none of them have the strictly up-to-date machinery that is so conspicuous in the majority of American plants. They also lack the initiative of the hustling American, which, coupled with automatic machines, and a judicious sales campaign, will place an enormous amount of American goods in the German market as well as other markets. I was pleasantly surprised with numerous orders for our own line of goods, the 'Gem' and 'Gem Jr.' Safety Razors and supplies. The European countries are flooded with cheap and inferior articles, and when the people want reliable goods they naturally turn to the stores which carry the American product. The export market of Europe needs careful nursing, with good goods and healthy prices. Established brands properly introduced, will find a ready and increasing market. You know the average European once he likes an article, sticks like grim death to it. Excuse me a moment"—and as he turned to the 'phone he jotted down a cable order from an export house, 25 dozen per week without fail, for "Gem Jr. Safety Razors."

"Are any particular lines of goods in demand on the other side?" was the next question.

"The demand is for all kinds of American Hardware and specialties from air rifles, safety razors, go-carts, to an ice cream freezer or refrigerator, is on the increase. In fact, since my last visit of four years ago, the feeling toward American products is considerably more favorable, and a still better trade can be built up by all American manufacturers having suitable goods for the European market by maintaining their quality and reputation of strict and honest business dealings. Formerly there existed an idea that anything was good enough for the export market. This is, indeed, a very serious error. By the way, let me digress, I want to tell you of one thing that made me feel quite at home. Practically everywhere I went I found the HARDWARE DEALERS' MAGAZINE. I visited the leading ironmongers, both jobbers and retailers, also exporters and importers. I located more copies of this publication than any other American trade journal, or, for that matter, more copies than any foreign trade papers published in the interest of the Hardware trade. Principally, and naturally, you are strongly represented in England. But even in the interior cities of Germany, Austria, Switzerland and France, anyone who is looking for a copy of the HARDWARE DEALERS' MAGAZINE can find one.

"Just a word more before I am off for Chicago. The distinction between the product of the American manufacturers and European manufacturers is realized by the average foreign buyer, and in order to maintain and still increase the preference for our product, quality has to be maintained and improved wherever possible."

From New Zealand

To the Editor:

From right round the other side of the world I want to tell you that I consider THE HARDWARE DEALERS' MAGAZINE one of the best of the many that I see. I particularly like the bright literary matter; the manner in which you get the opinions of the various people interested on subjects of the hour are, in my opinion, very instructive.

I am quite sure that the Hardware trade must be greatly benefited. Any man reading it and not learning something from it must indeed be—well, useless for business.

T. A. PAULDEN.

Launceston, Tasmania.

New York Machinery Club

The Machinery Club of New York, which now has a membership club of over 800, will occupy their club rooms on the top floor of the immense Hudson Terminal Buildings the first of next month. The dining-room, reception room, ladies' rooms, and, in fact, the entire club rooms will be fitted up on an elaborate scale. The machinery trade is about the last of the prominent trades in the metropolis to have its own club. Its central location will appeal to many, as fully 60 per cent. of the rental space of the big buildings will be occupied by machinery interests. F. H. Stillman is president and Seton Henry is secretary of the organization.

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A Business That Will Pay During 1908—Fishing Tackle

The sale of builders' Hardware is probably not as large this spring as a year ago. Carpenters and mechanics' tools will probably not sell as rapidly as last season. General trade is affected somewhat by the curtailment that has taken place. These are the best of reasons why the progressive Hardwareman should look for business in kindred side lines. No line can be suggested that will have better possibilities or show better profits than that of Fishing Tackle. The sale of Fishing Tackle during 1908 will be large. It has increased rapidly during the past ten years. The interest in fishing as a sport is very much greater and much more general than a few years ago. All classes are learning the love of outdoor life and its value to health and happiness. The curtailment in other lines of business will help rather than hinder this interest in fishing. Men out of employment will go fishing.

Fishing Tackle has its largest sale during times of enforced idleness on the part of the laboring people. During the big coal strike in Pennsylvania more tackle was sold there than ever before in the same length of time. If men have no work to do, they will play. To one who has once become a fisherman, no sport offers as much attractiveness as does fishing. And to a man unemployed, the going into the country for a day's outing appeals, especially, if there be a chance of bringing to his family something for the table. It is recreation that can be enjoyed at a small expense, for Fishing Tackle necessities are inexpensive. The individual requirement may not be large—a few hooks and a line may be all that is needed—but almost every time a man goes fishing, he will need (or will think that he needs) some new tackle.

Few lines pay a better profit. Like most seasonable lines the tackle business requires a great deal of care to properly handle. But the attention and care given the line will bring big returns. With the exception of a few articles, 100 per cent. to 200 per cent. can be made, while many of the smaller articles show a still greater profit. Fish hooks costing 4c. for a box of 100, sell for 5c. a dozen, or 15 or 20c. a box. Lines and leaders and many small sundries pay this profit. In rods, reels, and baskets that run into money more rapidly, the profit is smaller.

HOW TO GET THE TACKLE TRADE.

Like most lines the location of the store has much to do with the method of going after the fishing tackle business. If the store is centrally located with good windows, the best way to get the trade is by attractive window advertising.

Men who enjoy fishing are always attracted by a good display of tackle. The prices should be printed in plain figures on many of the articles in the window. It is surprising to know how many fishermen think that it is necessary to spend $10 for a good lancewood rod—not knowing that one can now be purchased for $3 to $5. So the window should attract and should educate. It is not a bad idea to fix up "a complete outfit" for trout fishing or for bass fishing, as the case may be. A rod, reel, line, leaders, hooks, sinkers, basket, etc., all together in the window with a card listing the various articles and headed "A Complete Fishing Tackle Outfit—Trout—$5.75." Window and store displays should be followed up by newspaper advertising. Attractive display ads, with cuts or illustrations, and with prices named, cannot help but bring results. When the season is on, reading notices naming fishing resorts nearby, and linking with this the name of the Hardware store, are good means of advertising. You should get the fishing fraternity interested.

If possible secure the personal interest of a few of the city's most enthusiastic fishermen. A few such men, who may be personally interested in the success of your fishing tackle department will do much to make the business go. If possible make a list of all fishermen in the vicinity and send to such a neatly-printed announcement card.

> The Husten Hardware Co.
> Take pleasure in
> Announcing that a New and Up-to-date
> Line of Fishing Tackle
> has been added to the stock
> of their Hardware Store.
> We invite your inspection.

This card should be mailed upon the opening of the season, and followed up with a letter or printed, illustrated circular of some specialty in Fishing Tackle. When any new articles are being shown, a circular illustrating them should be mailed to this list of names.

SALESMANSHIP.

Probably no line of merchandise has more possibilities for the salesman than has this line of Fishing Tackle. Here it is demonstrated what ability a man has as a salesman. Few men looking for Fishing Tackle, when coming into a store know exactly what they want or how much they wish to buy. The salesman can sell such men something that they can use and yet didn't think they wanted. 1908 will be a great year in the trade of Fishing Tackle. All indications are pointing that way. I. B.

Cheap goods at low prices win sales; good goods at fair prices, customers. The quality is remembered after the price has been forgotten.

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MINNESOTA RETAIL HARDWARE CONVENTION

The annual convention of the Minnesota Retail Hardware Association was held the last week in February, at St. Paul, and was conspicuous for the large number of representative Hardwaremen present. The Hardware exhibition had much of interest for those present; it was open during the forenoon, while the convention sessions were held in the afternoon.

NEW OFFICERS.

President—Amos Marckel, Perham.
Vice-President—E. H. Heins, Renville.
Secretary—M. S. Mathews, Minneapolis.
Treasurer—H. H. Heydon, Chatfield.
Executive Committee—C. F. Ladner, St. Cloud; Charles Grill, Sherburn; J. C. Stuhlman, St. Paul.

President Julius Schmidt, Wabasha, in his annual address naturally congratulated the members upon the great success the organization had enjoyed during the past fiscal year. He reviewed the work that had been done toward curtailing the business of the mail order houses. He recommended better laws for exemptions, collections, garnishments and taxation. All the leading Hardware publications are loyally supporting the association work. Freight rates and transportation should receive serious consideration as it has much to do with our business. Every assistance possible should be given the movement to improve the public waterways.

Secretary M. S. Mathews, the long-time secretary of the organization, in his report made the customary announcement of increased growth. The present membership is over 850, and a cash balance on hand of comfortable proportions. A very large amount of work came on the secretary's office in view of the change of place of convention from Minneapolis to St. Paul at a comparatively late date. By some very commendable hustling the extended Hardware exhibition was gotten into shape and all spaces sold. By reason of the convention sessions and the exhibits being on the same floor, it was a very easy matter for the members to give due attention to all features.

National Secretary M. L. Corey gave a pointed talk on the efforts that had been made to get articles in the daily press that were favorable to the parcels post movement. Vigilance should not be relaxed one iota at any time on this subject. He said that Hardwaremen were not as active politically as they might be, and they could influence legislation in many cases if they made proper effort.

QUESTION BOX.

The question box brought forth some pertinent questions and lively discussions. A. T. Stebbins, Rochester, presided. To the question, "What shall we do when our jobbers cannot fill bills at prices to compete with the mail order houses?" Mr. Stebbins stated that it had been his custom to encourage his trade to handle better goods and demonstrate to them the poor economy of buying mail order house supplies, which are usually of a quality inferior to that carried by the home merchant. In some instances it might be necessary to carry a cheap line to compete with the mail order houses, but it was better to educate trade to the advantage of buying the better grades, and the merchants should, as much as possible, confine themselves to these better lines. Your jobber will at all times help you out on a bill of goods in case you have to figure on a cheap line.

As to whether newspaper advertising paid, C. F. Ladner, St. Cloud, remarked that newspaper advertising pays well, provided it is written in a good convincing manner. The trouble with the retailers is that they get a thought or two in the paper and then allow the grass to grow over the same by leaving the ad. in the paper week after week without change. He paid a compliment to Elmore Houghtaling, of Fairmont, Minn., by saying that his ads. were always full of good ideas and that other merchants would be benefited if they took notice of his style of advertising, etc. His advertising brought as much and perhaps more results than the big displays in the metropolitan papers. Mr. Houghtaling always carries a memorandum book in which he jots down ideas as they come to him. Mr. Stebbins said that if more individuality was injected into the advertising the results would be commensurate. Talk to your trade—that is what the mail order houses do—get in more frequent and closer touch with them.

To the question, "Does it pay to read trade papers carefully?" Mr. Stebbins answered, "In my opinion, yes, with both hands up. Read every word of them."

"Would it not be better to eliminate the words 'guaranteed' or 'warranted' from all tools?" The consensus of opinion was that good tools were apt to be broken from ill-usage almost as much as inferior grades, and customers are frequently unreasonable in their claims. It is better not to dwell too strongly on the guaranty, but to explain to the customer that when good grades of tools are purchased, they are warranted against any defects other than from ordinary usage or accident.

"Is it best to mark retail prices in plain figures?" D. H. Evans, Tracy, said that it was the only method to pursue if the dealer wishes to do a perfectly honest business and is not afraid to show his customers that his prices are uniform and that he shows no partiality.

To the question as to whether some action should not be taken relative to the jobber selling direct to the consumer, there was some animated replies. One member said there is a

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stronger tendency on the part of the manufacturer and jobber each year to do this, and if the retailers are to maintain their position as the medium between manufacturer and the consumer they will have to fight this tendency.

SPECIAL SALES AND BARGAIN DAYS.

H. L. Chaffee, Elysian, gave an address on "Special Sales and Bargain Days," which in part follows: We have bargain sales four times a year. There is one thing I want to impress upon you: Any bargain or special sales which does not appeal to the ladies and get them into your store will not be successful. You might as well try to play "Hamlet" with Hamlet left out as to run a bargain sale and do it successfully without the women.

Last spring we had an opening sale. We bought 100 bouquets at 5 cents each and sent out notices to all the names on our mailing lists inviting our patrons to come in on that day, stating that there would be a souvenir given away to every lady. We put on sale a lot of enameled ware. We marked laundry goods off 10 per cent. and made other reductions. We had between 130 and 140 ladies in our store that day. The bouquets were all gone at four o'clock in the afternoon. Our sales that day were over $200.

Our expenses as a rule for advertising, souvenirs, etc., run about 10 per cent. of our sales. Then we also have a phonograph and I consider this phonograph a great attraction in any store in a small town. We make a practice of getting in a lot of new records just before these special sale days and we notify our trade of this fact and invite them to come and hear them. The phonograph is a novelty in the smaller town and we find them a paying investment. When we play our new records on the bargain days we always sell a large number of them to the families having phonographs of their own.

A STOVE DEMONSTRATION.

We had another sale in June and advertised an exhibition or demonstration of oil cook stoves and gasolene stoves. We conducted our demonstrations ourselves and any merchant can do the same. We served hot coffee and hot biscuits, and this attracted a large crowd. We advertised a special sale on hammocks, gasolene stoves and similar warm weather goods. This sale was also a big success. And not only are you benefited by the sales made on these particular days, but the good effect remains all through the season and we had a big call for gasolene stoves all last summer.

We had our fall sale in September and offered a prize of $1 for the best six ears of corn, 50 cents for the second best; $1 for the largest and best pumpkin and 50 cents for the second best pumpkin. This contest was held open for a week, and at the end of the week we thought we would have to move out our stock of Hardware to make room for the corn and pumpkins. This scheme was also a success and I must say that I was surprised myself to see the splendid specimens of corn brought into our store during that week. I would advocate holding a contest of this kind open for a week at least, because it is better than to have all the farmers come in on one day. When it lasts several days, a few farmers bring in some on the first day and then others come in, notice the display and go home and look over their products and try to beat the specimens shown. This is a splendid advertisement for the store and arouses much interest in the entire community.

GETTING THE PEOPLE.

If you work a scheme of this or any other kind systematically you can get the people to your store without difficulty. Most of our Hardware dealers are remiss in this direction. There is no reason why a Hardware store should not be as popular as a shopping place as any other class of a store. Then when you have sales, have real bargains and don't advertise anything you cannot carry out. Search the market for bargains. Get in a job lot or buy up a lot of goods on which you can make prices that will bring the trade to your store. Don't be afraid to make low prices.

Put the goods on exhibition during the sale and make your store look as if there were something special in progress. Then when the specified time for the sale is over, clear things out again and put your stock back in place. Let your patrons know that the sale is over with and don't let them imagine that they can get these goods at any time they happen to take a notion. Do things systematically and your sales will be successful.

W. H. Stepanek, Cedar Rapids, Ia., delivered an interesting address on "Business Methods in a Hardware Store."

John M. Callahan, claim agent and adjuster of the Chicago and Northwestern Railroad, was present and spoke interestingly on topics related to transportation. If consignees stopped using freight cars as warehouses there would be less complaint as to a shortage of cars. Cars should be promptly emptied and as promptly filled so they could be sent on to their next destination. Goods should be properly packed for shipment, and when packages are used a second time for shipment previous marks should be obliterated to avoid mistakes in sending out.

C. F. Ladner, president of the Retail Hardware Mutual Fire Insurance Co., in his annual report stated that $38,420 had been paid out during 1907 for losses, and the treasury cash balance had been increased nearly $24,000. The loss ratio of stock companies for 1907 was 55 per cent. and an expense of nearly 40 per cent. leaves but little for dividends to stockholders. The Hardware Mutual, in compari-

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son, shows a loss ratio of 32 per cent. and an expense account of 12 per cent., making a total of 44 per cent. as against 95 per cent. of the stock companies, presenting the strongest kind of evidence as to the advantages of mutual companies. Maximum policy limits were increased from $3,000 to $5,000. There is a balance in the treasury of over $118,000.

R. E. Saberson, Sioux City, Ia., spoke on "Effective Advertising."

The next convention will be held at Minneapolis.

Rhode Island Hardware Association

The annual meeting of the Rhode Island Hardware Dealers' Association was held the 3d ult. at the Narragansett Hotel, Providence. A banquet in the evening preceded the meeting, which was well attended. Topics of interest were discussed and officers elected for the ensuing year. The new board of officers are:

President—Charles W. Aspinwall, Aspinwall Hardware Co., Providence.

Vice-President—John McGlinchey, Olneyville.

Secretary—John R. Bemis, Thompson Hardware & Chandelier Co., Providence.

Treasurer—Wilbur B. Ayer, Belcher & Loomis Hardware Co., Providence.

The Executive Committee consists of the above officers and F. T. Kelley, with Barker, Chadsey & Co., Providence; William K. Toole, Pawtucket; Charles E. Dudley, with Union Hardware & Electrical Supply Co., Providence.

New York and New Jersey Hardware and Iron Association

The annual banquet of the New York and New Jersey Hardware and Iron Association was held on the evening of the 14th ult. at the Hotel Knickerbocker, New York City. President P. C. Quackenbush presided as toastmaster, and in his talk gave many points as how to make the meetings more helpful, such as a question box, etc. There were a number of speeches made by members and guests.

ILLINOIS RETAIL HARDWARE CONVENTION

Illinois Hardware dealers turned out by the hundred the last three days of February to attend the eleventh annual convention of their State association. Over half of the 1,200 membership were present—an imposing array—and President T. J. Mathews, Mount Vernon, presided over the deliberations.

NEW OFFICERS.

President—T. J. Mathews, Mount Vernon.

Vice-President—E. L. Sommers, Chicago.

Secretary—L. D. Nish, Elgin.

Treasurer—H. E. Gnadt, Chicago.

Executive Committee—D. M. Norris, Kankakee; E. N. Howell, Dixon; David Refoir, Ottawa; H. C. Peppler, Chicago; William Bittel, Peoria; J. H. Vawter, Salem.

An epitome of President Mathews' report appeared in our last issue. Secretary L. D. Nish, Elgin, in his report reviewed the vast amount of work performed during the year. The membership and officers were very prompt to respond to any call, especially when action was necessary on the parcels post. Illinois Congressmen are now very well aware that there is a Hardware association in their State that is looking out for the interests of the trade.

H. W. Beegle, Chicago, read a paper, entitled "The Merchant's Aids—the Clerk, the Window," which will appear in a latter issue.

Treasurer H. L. McNamara, Janesville, Wis., spoke concerning the national organization, the membership of which is composed of every-day retail Hardwaremen, not "walking delegates." They are men who are daily facing business problems. What affects your interests affects theirs, and they are alive to their own interests as well as yours. By the very nature of the organization it is impossible for its affairs to fall into the hands of disinterested men. The matter of fake advertising was taken up and measures were urged to its curtailment and eventually its elimination. This criticism applies to manufacturers, mail order houses, jobbers and retailers. The national association is now representing twenty-six States, and the officers desire to so conduct its work that the membership will be only limited by the number of States in the Union.

To the question as to how many dealers advanced their retail selling price with the advance in the market, the majority replied that they did. It was the opinion of several members that the advance in the price of the article should be made when the cost price was increased. Still other members were of the opinion that it depended largely on the nature of the article whether the selling price should be increased coincident with the increase in cost.

There was a large Hardware exhibit in connection with the convention which attracted marked attention. The success of this was largely due to the efforts of Secretary J. L. Douglas, of the Peoria Retail Hardware Merchants' Association and co-workers. There were several contestants in the window display contest, and a number of the photos submitted will find space in our columns.

Springfield was selected as the place for the next convention.

Three things are necessary to enable a salesman to put up a good selling-talk—knowledge, judgment and enthusiasm.

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Kitchen Range Window Display

One of the competitors who carried off a prize in the window display contest at the Peoria convention of the Illinois Hardware Association was James E. Voorhees, Bushnell, Ill. The exhibit in question is shown herewith, being a kitchen setting with a steel range, having an open oven showing bread and light rolls just done and ready to be served. A wax figure represents the lady of the house and the child is represented by a large size doll sitting in a chair paring potatoes. On the stove is a tea kettle, coffee pot, etc. The range is connected by stove pipe with an imaginary chimney.

True, the big fellow may be able to get a quantity, and make a great splurge with it. But don't lose sight of the fact that that is the bait; nor of the further fact that he, too, must get a profit on the bulk of his wares.

Don't think so much of his superior buying power that you lose sight altogether of the fact that his expenses are, perhaps, enormous enough to more than offset the small per cent. he saves through the ability to take the quantity impossible to you.

You, yourself, have so much capital. Don't let a dollar of it gather rust by being tied up a day longer than necessary in unsalable goods.



KITCHEN RANGE WINDOW DISPLAY BY JAMES E. VOORHEES, BUSHNELL, ILL.

Work Your Field

Quit thinking about what this or that competitor of yours can seemingly do so much better than you.

Stop fearing the retail mail order houses, and this or that store so much "bigger" than yours.

Work your own field. Use all your own tools. No matter how little you are you can win.

Determine what territory you can reasonably hope to draw trade from. Set out to make everyone in that territory know you and your store.

Admit that you cannot advertise on the scale of the big fellow. Don't try to do so. Do less, but make that distinctive.

Keep changing an offer of one or two things that many people will want hard enough to come to your store for it.

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OHIO HARDWARE CONVENTION

The annual convention of the Ohio Hardware Association is an event of considerable importance in the Buckeye State. So large has the association grown that when the members get together at the annual convention they make a very imposing and a representative gathering of business men. Over 800 turned out the last few days of February for the annual sessions. President Charles S. Johnson, Barberton, presided.

NEW OFFICERS.

President—A. L. Shearer, Dayton.

Vice-President—Alex. M. Glockner, Portsmouth.

Secretary—Frank A. Bare, Mansfield.

Treasurer—Otto Dellanbaugh, Lorain.

Executive Committee—John F. Baker, Dayton; W. B. Cosgrove, Zanesville; Homer P. Smith, Ashtabula; D. L. Williams, Columbus.

President Johnson, in his annual address, referred to buying goods to sell at a profit. He said with regard to jobbers that this subject has been talked over more than any other question by dealers privately in meetings and in assemblies. Some members have called attention to jobbers retailing and setting a price for their commodities at the retailer's distributing point. Now, I believe that the Ohio jobbers could so arrange their price that nearly all retailers would buy the bulk of their goods of them. The retailers could do the same business on much less capital if they could get their goods near by, meet competition and make money. I believe in organizations that have for their object the betterment of conditions and business; that were it possible to organize every town and village that has two Hardware stores and also organize the respective counties into mutual associations, and the same all over the State, a great many of these perplexing questions could be overcome. The goods that we sell are necessities. So we are justified in taking a pride in our business and in having an ambition for our Hardware association that it may create in the minds of its members a desire to excel in knowledge, in salesmanship and in everything that goes to make capable and honorable merchants.

QUESTION BOX.

The question box proved a most interesting feature.

"How many members charge interest on open book accounts? How does it affect your business?"

One member stated that the dealers in his town had organized on this subject and attempted to enforce a rule to charge interest on open book accounts after six months; that the thing worked well for a year or two, but most of the dealers fell from grace. Another member said he charged interest on some accounts after three months; that his concern had been getting out statements every month for two years past. This method had considerably reduced the book accounts. New customers who could not pay within thirty days would not be in much better shape to pay in six months. Another store charged interest after sixty days, but it would be a good idea for all the dealers to get together and agree to charge interest on all accounts over thirty days old. Still another member said he got a settlement either by note or cash. If an applicant for credit had his name in a little "black book" which he got up for his own convenience, credit was refused.

To the question as how to prevent bad debts, a reply was that a list was gotten out on the typewriter, which was given to the clerks. If any of the clerks sold goods to persons listed they were informed any loss sustained would be deducted from their wages. In one town it is the practice of the business men to get together every week. If a customer is delinquent and did not pay at any one of the stores represented he was reported, his name put on the delinquent list and no dealer would sell him until the bill was paid. This practice was found to work admirably, especially as the surrounding towns had similar organizations. One member said that if the merchant would inject as much energy into his collection department as he did in the selling, more of the bad accounts would be collected. When a customer owed a bill the first thing done was to get him to set a date for payment. If it were not paid on that date, he called on him the next day, and this practice was continued; by keeping this up the customer got tired of the persistent dunning and paid up. Members from several cities related how a record was kept of dead beats, and believed that with a little co-operation the same thing could be done in any city or town.

When the question came out about 5 and 10-cent counters, it developed that quite a number had such counters and the preponderance of opinion was that they were of decided benefit to the store. One member said he found it a great help. People come in and probably would buy some little things off the counter and then purchase articles in other parts of the store. Another member said he had found it one of the best things ever put in his store. Business had been increased 25 per cent. by the use of the counters. There were no 5 and 10-cent stores in his town.

"When you give your clerk or salesman a vacation, do you do it with full pay?" A number of members said it was their practice to do so, and in many cases if they were sick the pay went on just the same, provided it did not extend an unreasonable length of time.

Mr. Scott related his experience in conducting a cash business. He had found it success-

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ful. A conspicuous card is posted in the store stating that all goods must be paid for the same day they are bought. He has been selling for cash for six years; his town has a population of 2,000. A good many arguments can be used on customers to satisfy them that you can afford to sell goods cheaper. Where you give credit and carry accounts some one has to pay for this carrying charge, which in a cash business is eliminated. Although there was competition in his town he was going to continue the cash basis. One member remarked that the majority of Hardware dealers preferred to do a cash business; some thought they were making more money by doing a credit business, but perhaps the real preventive was that they had not the nerve to try it.

To the question as to how many dealers handled lightning rods, there was a goodly showing of hands. Michigan dealers report it a profitable business.

Secretary Frank A. Bare, in his report, stated that the personal letter had been the most effective means for getting in new members. He is an authority, for the Ohio organization now has a membership of 1,200. It was but natural that he was unanimously re-elected.

Secretary George M. Gray, Coshocton, of the Mutual Insurance Co., presented his report, which showed a large number of policies written and a very live company. He will be retained in his office for three years more. John Holley Bradish, Batavia, N. Y., president of the New York State Retail Hardware Association, was present and made an interesting address.

There was an abundance of entertainment for the members as well as for the ladies who accompanied them. Columbus was selected as the place for the 1909 convention.

Western Massachusetts Hardware Association

The annual banquet of the Western Massachusetts Hardware Association was held at Springfield, Mass., on the evening of the 4th ult. Among the speakers was Secretary James L. Cowles, of the Postal Progress League of New York, who spoke on the Parcels Post. The other speakers, including Secretary Chas. L. Underhill, of the New England Hardware Association, took up the gauntlet and vigorously dissected his opponent's arguments. Secretary James DeF. Phelps, of the Connecticut Hardware Association, and George I. Clapp, of the Hartford Hardware Association, also spoke on the topic. President F. Alexander Chandler, of the New England organization, was a guest and made a few remarks.

The officers elected are as follows:

President—F. E. Stacy, Springfield.

Vice-President—A. J. Osborne, Holyoke.

Secretary-Treasurer—W. A. Pearson, Holyoke.

Colorado Retail Hardware Convention

The sixth annual convention of the Colorado Retail Hardware and Implement Association was held at Denver, Colo., the last week in February. In addition to reports from President T. M. Harding, Canon City, and Secretary-Treasurer Adolph Unfug, Walsenburg, F. W. Bryd, Fort Mr. Morgan, spoke on "Taxing Catalogue Houses." It was his contention that houses soliciting business by catalogue, such as the mail order houses, should be required to pay a tax in the States in which business was procured. If it were right to tax life insurance companies for obtaining business in the various States, then it was equally just to require the catalogue houses to pay a tax. Legislation should be sought and procured to cover this point. Nathan Roberts, Omaha, Neb., representing the National Retail Hardware Association, was present and made an address. He particularly called attention to the saving enjoyed by policyholders in the Hardware mutual companies.

The new officers elected are as follows:

President—Edwin Starkey, Greeley.

Vice-President—W. H. Clatworthy, Fort Morgan.

Secretary-Treasurer—Adolph Unfug, Walsenburg.

Director—John A. Steele, Gunnison.

Pennsylvania Retail Hardware Convention

On the 4th and 5th ult. was held the annual convention of the Pennsylvania Retail Hardware Association at Cambridge Springs. President A. H. Kaufman, Lock Haven, presided. Secretary J. E. Digby, McKees Rocks, reported a membership of over 300. There were a number of addresses, prominent among which was one by W. P. Lewis, Huntingdon, the recently elected secretary of the National Hardware Mutual Insurance Co. Especial mention was made of the insurance department of the association work, its financial saving to the policyholders, and having this feature it largely aided in increasing the membership of State organizations. Members who have not taken out policies are slow to awaken to the benefits which many of their fellow-Hardwaremen are enjoying. All the mutual companies are conservatively managed; all pay return premiums, and in most cases these rebates are increased each year. The annual dues were reduced from $6 to $4, and this reduction, in connection with other facts, it is expected, will largely increase the membership of the association during the ensuing twelve months.

The officers elected are as follows:

President—J. F. Howe, Freedom.

Vice-President—D. E. Hibner, DuBois.

Secretary-Treasurer—W. P. Lewis, Huntingdon.

Executive Committee—George L. Moore, Brownsville; J. E. Digby, McKees Rocks; S. S. Bryan, Titusville; George V. Thompson, Mount Jewett.

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MISSOURI HARDWARE CONVENTION

The eleventh annual convention of the Missouri Retail Hardware and Stove Dealers' Association was held the 27th and 28th of February at St. Louis. President Wm. H. Hahn presided. There was no Hardware exhibition in connection with the convention as St. Louis is always "one big display of Hardware," as President Kahn puts it. Vice-President M. A. Wengert, Kansas City, presided over the Question Box and put a good deal of life into the matter. In reply to the inquiry as to the education of clerks, it was stated that the best way was to encourage clerks to read and post up on articles and illustrations and hints in the trade papers. Many members were of the opinion that a 5 and 10 cent counter was a good thing provided there was sufficient room. It draws the attention of the ladies, and that fact brings increased trade in other departments of the store.

Nearly all of the National Association officers were present and gave the members an added enthusiasm. President S. R. Miles in his talk told the members that to get a larger attendance at the convention they should go at it as they would any especially serious feature of their business. Read your trade journals; learn how others do it. Get and keep an aggressive and enthusiastic secretary. Invite your competitor in your own or the next town to attend the convention with you, and get him to join the organization. The Association movement is rapidly growing and Missouri should keep well to the front. You cannot afford to stop your trade journal; that would be a typical false economy. It is one of your best investments. Put it where your clerk can read and study it. Post up on what the most aggressive dealers in your line are doing. The number of members in the various State Associations now total over 12,000 as against 10,000 a year ago, surely an encouraging growth. Other speakers included National Treasurer H. L. McNamara, National Secretary M. L. Corey, Vice-President Chas. H. Williams, Vice-President A. T. Stebbins, W. D. Simmons, president of the Simmons Hardware Co., and others.

S. NORVELL'S ADDRESS.

S. Norvell, president of the Norvell-Shapleigh Hardware Co., St. Louis, made an address, in the course of which he spoke of the growth and present standing of St. Louis as a Hardware market. Fully $40,000,000 of Shelf Hardware, Heavy Hardware, metals and railway supplies are sold annually in that city. Seven hundred and fifty traveling salesmen represent that city in the Hardware line. St. Louis sells Hardware not only in every State in the Union, but in nearly every civilized country in the world. The speaker stated he had attended the conventions of other organizations, such as the grocers, paint, oil and drug people, and after he had heard their complaints, he said he was glad he was in the Hardware business. He said that the Hardware jobber had his own troubles.

A manufacturer who decides to protect the jobber arranges a protection of 10 per cent. That is, the differential between the jobber's price and the price to the retail dealer is just 10 per cent. Some manufacturers do not seem to realize it costs jobbers anything to do business. Then we have the manufacturer who sells goods to wholesale grocery houses, such as Nails, Rope, Tinware and many other items in the Hardware line. The country is flooded with a horde of special salesmen from manufacturers selling Cutlery, Builders' Hardware and other lines of goods that are profitable. Often when we analyze the business of some of our good retail customers we find we are getting the "skimmed milk"—the staple goods—while these special men from the manufacturers are getting the "cream" of the business. The jobber cannot live by staple goods alone.

Let me say that in my opinion what the retail dealer most needs is selling ability. You cannot sit in your store and build up a business. Get somebody to do your bookkeeping and detail work for you, and you yourself get out among your customers, see what they need and what you can sell them.

Here is a dealer with two or three Sewing Machines on his floor. He waits for a customer. Then a Sewing Machine agent comes into his community and sells 40 or 50 Sewing Machines under the merchant's nose. Here is a dealer with four or five Steel Ranges on his floor waiting for customers. Then along come the Steel Range men, work the county, and clean up the business. Then there are the Lightning Rod men, and all the other special men who work the farmers direct. You cannot compete with these people by legislation. The only way for the retail Hardware dealer to hold his own is to learn how to sell Steel Ranges, Sewing Machines and other special lines. You must become a salesman, and then you can hold your own against this class of competition.

NEW OFFICERS.

PRESIDENT—O. W. Johnson, Marshall.

VICE-PRESIDENT—R. H. Myers, St. Louis.

SECRETARY-TREASURER—F. D. Kansteiner, St. Louis.

EXECUTIVE COMMITTEE—R. D. Quisenberry, Slater; Taylor Frier, Louisiana; W. T. Shoop, Richmond.

A smoker was given at the Mercantile Club one evening which proved a most enjoyable occasion. The outlook for the ensuing fiscal year is for a greater growth in the organization than heretofore.

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Texas Hardware Jobbers' Association

The annual meeting of the Texas Hardware Jobbers' Association will be held in San Antonio, Tex., the 17th and 18th inst. San Antonio was selected for the reason that it is one of the historical and most interesting points in the United States. Charles E. Nash is president, and R. F. Bell is secretary-treasurer, both of Fort Worth.

Pennsylvania Wholesale Hardware Association

The Pennsylvania Wholesale Hardware and Supply Association held its annual meeting the 11th ult. at the Hotel Astor, New York City. President A. B. Stein, Reading, Pa., presided at the sessions and also acted as toastmaster at the banquet.

The following officers were elected for the ensuing year:

President—James N. Kline, Kline & Co., Williamsport, Pa.

First Vice-President—R. E. Weeks, Foote & Shear Co., Scranton, Pa.

Second Vice-President—H. M. Melchoir, Bright & Co., Reading, Pa.

Treasurer—George D. Krause, George Krause Hardware Co., Lebanon, Pa.

National Retail Hardware Convention

The largest attendance at any annual convention of the National Retail Hardware Association greeted President S. R. Miles, Mason City, Ia., as he presided over the sessions in St. Louis the 24th to the 27th ult. Most of the sessions were executive in character. At the open meetings there were several prominent speakers, from the American Hardware Manufacturers' Association, the National Hardware Association, etc. The members of the organization are delegates from the various State Hardware associations. As the latter now have the largest membership in their history, the importance to the trade of such a convention is apparent.

The Committee representing the Jobbers and Manufacturers of St. Louis, looked after the entertainment of the delegates and guests in a thorough manner. A unique feature was a mileage book "Good for a Continual Round of Pleasure." The party to whom it was issued had his name on the front cover, and it was countersigned by a member of the committee. The coupons inside were for carriage rides, the banquet at the Planters' Hotel, the ladies' matinee, the theatre, and street car coupons. At the head of the first string of coupons was a list giving the Entertainment Committee. An interesting souvenir was a seal leather bill book and card case. It had stamped upon it "National Retail Hardware Association, Saint Louis, 1908."

Cash Discount

It is not many years since but one-fourth of our customers took advantage of the 2 per cent. cash discount allowed for prompt payment. During 1907 our records show that more than one-half of our customers discounted their bills.

This shows that general business was good, putting cash into the hands of merchants and also that merchants have learned to appreciate this saving on their bills. All live up-to-date merchants have either entered the discount class already or are planning to do so as soon as possible.

This is very encouraging, but there is another side to the cash discount question. While the 2 per cent. allowed as a cash discount is a *premium for prompt payment* and not a part of the price, many customers try to make it so. The manufacturers took up this matter several years ago, alleging that the cash discount was being abused and agreed that they would not allow it unless the remittance was made within 10 days from the date of invoice. We, in company with other jobbers, have had to conform strictly to these terms. Many manufacturers return all checks sent them when the post office stamp on the envelope shows a date *one day* late.

This matter has been under discussion among the jobbers recently and the consensus of opinion is that the rule has been much abused—so much so that some of our customers have come to consider the 2 per cent. allowed for cash payment as a part of the price of the goods and expect to get it no matter when they pay.

This is entirely wrong and there has been a stiffening up of opinion regarding the cash discount among jobbers generally. In future the rule will be enforced that customers must pay promptly in order to get the "prompt pay" discount.

Any fair-minded man knows that this is right and that he should conform to the contract made at time of purchase. Cash discount is *not* a rate of interest but a *premium* allowed for *prompt payment*. The 2 per cent. allowed is a liberal premium which ought to be appreciated and taken only when it is deserved.

As an evidence of the feeling on this subject among the jobbing trade generally, we quote the following resolutions which were adopted recently by an organization which includes about 8,000 of the largest wholesale houses in the United States:

"Resolved that the National Association of Credit Men in convention assembled condemns the growing practice of making short payments in settlements by the deduction of excessive discount and unjust claims.

"Resolved that mercantile agencies be asked to take cognizance of such practices in formulating their ratings, as firms which settle their bills in this manner are not worthy of 'high credit' rating."

LOGAN-GREGG HARDWARE CO.

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Getting Down to Facts

A farmer came into the store to purchase a hoe, and on inquiring the price of the clerk, said it was too high. The proprietor at his desk overheard the conversation, and accusing his clerk of selling his goods at too high a price "riled" him. He came from his desk to the farmer and said—"Mr. Farmer, I am selling you that hoe at the same price that I sold it twenty years ago, and you have no right to make this complaint. On the other hand, fifteen or twenty years ago you were selling eggs at 8c., 9c and 10c. per dozen; butter at 9c. to 10c. per pound; oats at 15c. to 20c. per bushel; hay at $6 to $7 per ton; corn at 25c. to 30c. per bushel, and potatoes at a ridiculously low price, compared with the price you are getting to-day. To-day the market price on oats is 56c. per bushel; hay, $12 per ton; corn, 65c. per bushel; wheat $1 per bushel; eggs, 28c. per dozen; butter, 25c. to 30c. per pound, and so on, with a surprising increase on everything that you produce on the farm. Still you complain that the price I am charging you for this hoe that is costing me more money to-day than it did twenty years ago (although I have not advanced the price on it) is too high. I think your complaint is not justified."

The proprietor turned and walked back to his desk, and the farmer, without making a reply, purchased the hoe and left the store.



Reduction of a Newspaper Ad. and Circular Announcement from Little Rock, Ark.

Hoxie Ammunition Co., 339 Marquette Building, Chicago, Ill., have issued a booklet containing reproductions of letters from sportsmen giving the results secured from using the "Hoxie" Expanded Bullets.

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Hardware Stock Broadening Out

Because it does not properly belong in a Hardware store, because Smith's line now includes this or Brown's that—can you afford to let such reasoning keep you from fitting your own store to modern trade conditions?

As a profit payer, the Hardware store no longer ranks first among the stores of a town as it commonly did when each store confined effort to a field that was fairly definite.

To-day, the leadership in any town belongs to the store selling the most varied line of goods. No need to take any one's word for that statement. Right in your own town what merchant is making the most money?

The great success of stores handling many lines is explained chiefly by the fact that people want stores handling many lines. What the people want, the merchant must provide, or get accustomed to being passed by.

Are you not likely soon to be alone in observing the exclusive "right" of some other merchant to sell this or that item of merchandise?

If not in your own town, still in plenty of other towns Hardware men find galvanized iron, tin and enameled ware in grocery stores—stoves, kitchen utensils and various specialties at the house furnishers—field fencing, nails and builders' Hardware at the lumber yard—cutlery and fishing tackle in the drug stores—a full line of the little items at one time so profitable a part of the Hardware stock at the 5 and 10-cent store.

Do you complain about that state of affairs? Who is to blame for it? Have you not been slow in taking up and pushing new lines of goods, even some that "properly" belong in a Hardware store? Have you paid constant attention to little things in your own store?

For example—you know men have grown rich selling nothing but 5 and 10-cent goods that are largely Hardware and tinware items and yet have you a 5 and 10-cent department in your store that is worthy of even a passing glance?

Why complain that other merchants are "improperly" adding your lines while you do not even keep the lines you have in a condition that meets demands of your trade to-day?

For that matter would any two merchants be likely to agree wholly as to what is and what is not "properly" included in the line of any particular store? Would all the other merchants of your town agree that everything you now carry belongs "properly" in a Hardware stock?

What does the jeweler think of the clocks and plated ware in many a Hardware store? Would paints, oils and glass be called Hardware by the man who is using them as his whole line?

What may the harness dealer be saying as to your harness and whips, or the lumberman as to your screens, doors and building paper? Are your field and garden seeds any more "proper" in a Hardware store than tinware is in a grocery store?

Why is it "proper" for you to sell the bath room fixture to hold the tumbler, and not "proper" to sell the tumbler? If carpets "ought" not to be sold by you, "ought" not carpet tacks also to be excluded from your stock? If window shades are not for Hardware stores why do the fixtures for the shades belong there?

You sell upholstery Hardware which the furniture man claims as his own and if his picture wire is "proper" in a Hardware store why not his pictures also? And if it is "right" for you to sell the casters, why is it "wrong" for you to sell the chairs in which they are to be used?

Thus the "right" of numerous things to be included in your present stock can be questioned no matter how careful you have been to confine your selection to what you think is Hardware pure and simple.

That fact being so evident why longer let regard for the uncertain "rights" of others to this or that thing stand in the way of your own progress—particularly when "others" on all sides are encroaching on what you consider your "rightful" field?

You need not go outside what, in the strictest sense, you consider the legitimate Hardware field to realize the radical changes that are going on in business conditions.

One leading exclusive Hardware jobbing house instructs its roadmen to advise retail Hardware dealers to branch out, add other lines, make theirs Hardware department stores. Another exclusive Hardware jobber in its big catalogue lists lines of jewelry, silverware, clocks, watches, toy specialties, etc.

There are Hardware dealers who, having branched out solely to protect their interests, are finding 5 and 10-cent departments, paints and builders' sundries, garden seeds, harness, and various other lines extremely profitable.

Why waste time in complaining that business is merciless in its demands to-day? Everything has its compensation. The fiercer the competition the more business there is for everybody.

Knowing that if it's up to date, the Hardware store to-day makes profits even greater than those of twenty years ago, act on the knowledge and, yourself, work toward the greater variety that insures greater returns.—*From The Butler Way.*

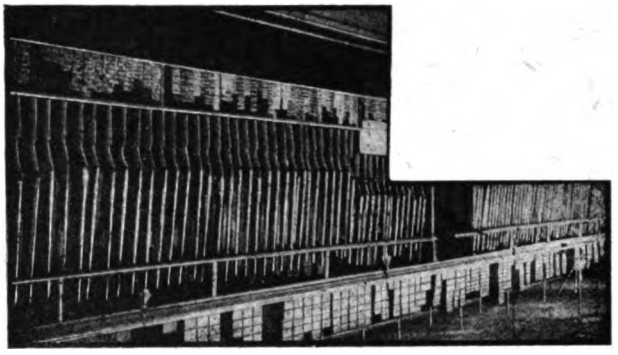
Mediocrity is almost worse than failure.

Politeness is worth money. Increase your courtesy 50 per cent. and see if you don't attract your employer's attention in a little while.

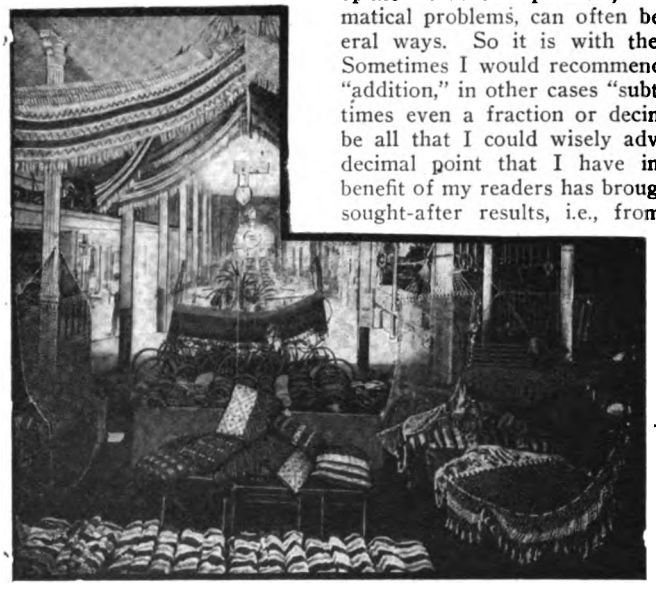
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A Pacific Coast Sporting Goods Store

Wm. H. Hoegee Co., Los Angeles, Cal., was established about fifteen years ago as a sporting goods store. Ever since its inception the growth has been steady and increasing. Starting with a store 12 x 14 feet the concern now occupy their own three-story brick building. We illustrate herewith a general view of the ground floor, as seen from the entrance. This gives an idea as to the arrangement of stock, etc. The other view shows a section of their big gun rack, where standard firearms stand four deep in solid rows. The concern get out a handsome souvenir booklet, presenting views of their establishment. The volume is one that reflects great credit upon those in whose interest it has been published.



A Section of the Big Gun Rack.



A General View of the Hammock Department.

An indispensable requisite to success is concentration or devotion to one subject.

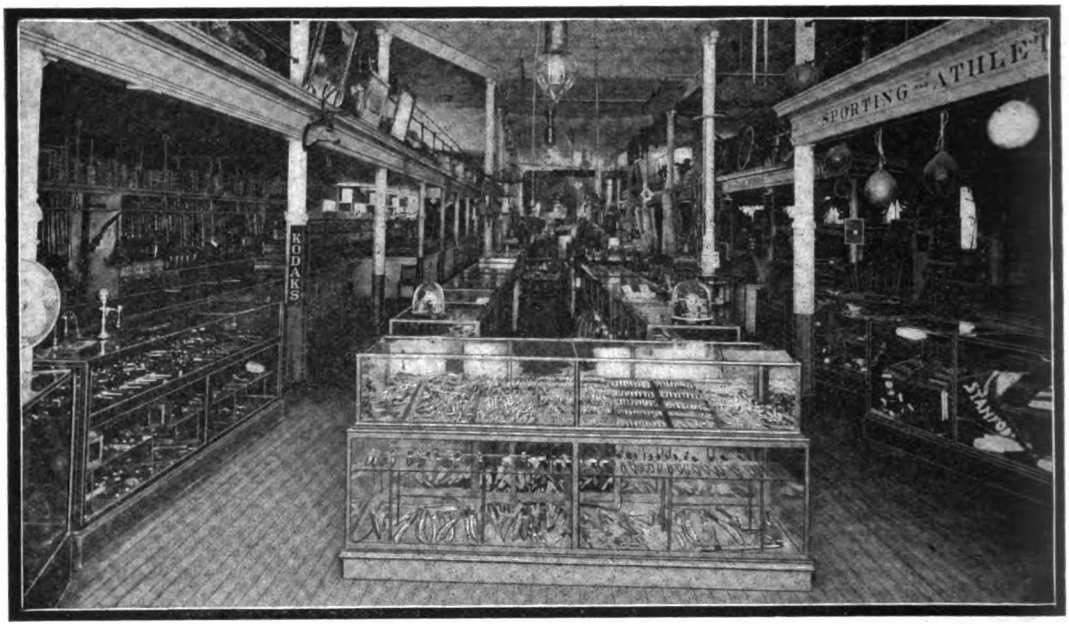
Window Dressing Hints

The trade winning qualities of a show window all depend on your ability to catch the eye. The value of the show window does not depend so much upon its size, nor again upon the elaborateness of the exhibit. It is generally conceded that an extensive display often fails in giving the looked-for results. What then will help to bring about the correct solution to this paramount question? The writer having devoted several years to a study of the subject and from a long practical experience, begs leave to express as his personal opinion that this problem, like many mathematical problems, can often be solved in several ways. So it is with the show window. Sometimes I would recommend the method of "addition," in other cases "subtraction"; sometimes even a fraction or decimal point would be all that I could wisely advise. Often this decimal point that I have invented for the benefit of my readers has brought the so-much-sought-after results, i.e., from cents to dollars, dollars to hundreds, etc. As it is all important where you put or place the decimal point as to how much you can make out of it, so it is with the little articles or decimal points placed in a show window. They make the dollars for you, or if you place what you ought "0" not before them, count for little or nothing.

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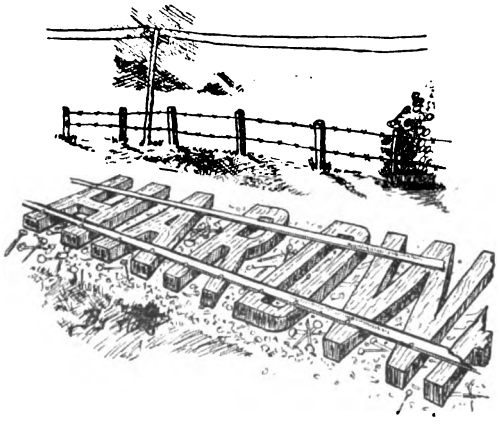
The decimal point that is suggested by the accompanying illustration if rightly placed in your window should add to the value of its attractiveness.

The background of this exhibit is made of light blue paper muslin with glossy side turned back toward store, this forms the sky blue



GENERAL VIEW OF SPORTING GOODS STORE, WM. H. HOEGEE CO., LOS ANGELES, CAL.

line; next cut out with the scissors (from a remnant of the same muslin) some irregular-formed pieces in imitation of floating clouds upon your otherwise azure blue sky. After



SUGGESTED WINDOW EXHIBIT.

they are cut out muss them up a little by rolling in the hand, next paste a tiny tuft of thin cotton batting on the dull side of each cloud in the upper right-hand corner (being the direction of light); finish by pasting (or sewing) the clouds upon the light blue background, the glossy side out, with the cotton protruding from under as light upon the upper part of the cloud, the glossy side of the muslin being darker than the background, causes the clouds to stand out in pleasing contrast, and surprising results will be obtained if these directions are carefully followed. Next take a few little pieces of wood for fence posts, and telegraph poles—connect the fence posts with a couple of lengths of barbed wire; connect the telegraph poles with drooping bright strands of copper wire. Take from stock a few kegs of wire nails, open them and dump them in the window, care being taken that all the nails used are of the same penny, so that afterward they can be readily placed back in bins as stock and sold again. Mound up a railroad bed, using the nails for ballast and for the banks or adjacent fields. Cover the field of nails remote from the front of the window with green crinkled tissue paper, through which punch holes, and for the telegraph poles and fence posts and for the roots of a paper tree, all of which can be easily bedded in the heap of nails underneath this green covering. Next comes the intervening bank of nails and ditch between that and the road bed. Get some boy with a bracket saw or saw mill to cut out the letters HARDWARE out of half-inch stuff. Use these letters for cross ties, place the ballast of nails, utilizing door track for rails. A locomotive can be readily constructed from other pieces of Hardware and placed upon the track if desired, but it is not at all essential to the design. A small show card should be placed next to the glass in one corner of the window.

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THE INJUSTICE OF SUBSTITUTION

Substitute Goods Dead Stock—Would Return Substitutes—Retailer's Own Fault—Considers Jobbers Presumptuous.

Would Send Entire Shipment Back

The writer is decidedly an an''-substitute. It is undoubtedly a growing evil, and we feel that we have to know our customer very intimately before we would undertake to supply his wants by substituting something to replace the article ordered. Personally, I would feel like sending the entire shipment back to a concern, which I undoubtedly would do on their second attempt to substitute.

D. I. C.

On Substitution Would Return Goods

It is indeed a rare case when any of our wants are substituted. I am not in favor of substitution of any kind, as I think I am better prepared to know the wants and requirements of my trade than any jobber or manufacturer. If an order of mine was substituted to any extent I would return the goods substituted at the expense of the jobber, and if it was repeated I would discontinue my dealings with him. "GEORGIA."

Largely Retailer's Own Fault

We do not have any trouble with jobbers on account of substituting something else when they did not have the article ordered. I think if any retailer has trouble in that direction it is very largely his own fault. If he submits to it, naturally the jobber will continue to substitute whenever he can. The best cure for this habit is to return the goods substituted, permitting the jobber to pay all expense in connection therewith. After he has had the pleasure of paying this expense a few times he will hesitate about substituting.

"IOWA."

Some Buyers Not Posted

I have been troubled to no small degree by subbing on my orders, and, as a rule, place my orders with houses that have a record for anti-substitution. I must prefer shorting the item and writing in each instance where it cannot exactly be filled. I realize a great many firms have buyers who are not posted and do not realize the importance of correct ordering and will at times complain if their order is not substituted, rather than shorted, but this is not good business and should be checked as rapidly as possible by the jobbers. The only remedy a retail man has is to take copies of all his orders and hold substituted article for disposition, charging all expense back. I think most of the reputable houses are following the plan of shorting rather than subing.

LARIMORE HARDWARE CO.

Does Not Pay to Register Petty Kicks

We have little complaint on account of substitution. We buy principally through traveling men, because we obtain better prices than by mail orders, and our instructions always are "Ship as ordered or cancel." Many times our orders are filled short, but this is one of the vexations of business which cannot be avoided, and has to be endured. If a manufacturer or jobber had a building covering ten city blocks, ten stories high and ten millions stock, some one would ord r something out of stock and kick because it did not come promptly. We know the manufacturer or jobber is just as anxious for good business as we are to buy; therefore, try not to be unreasonable. If your business is prosperous and your time worth anything, it does not pay to register petty kicks. You can make more money selling something you did get when you ordered it.

O'SHEA-HINCH HARDWARE CO.

Substitution Only When Previously Reported

Am troubled very little with substituting goods when ordering from jobbers. I never allow substitution unless previously reported. In my experience it is practised very little, and the return of one or two shipments at the jobbers' expense usually cures the practice. Another thing I will not stand for, and that is placing shortage on back order list without my consent. C. C. FOUTS.

Frequently Causes Dissatisfaction

Time and again I have had jobbers substitute certain articles on an order. Sometimes it does not matter, but as a rule it does. Sometimes you order something special for a certain customer and the customer is willing to wait for it. The order comes and with it a substitute. The customer is at once dissatisfied after waiting so long. Nine times out of ten this is the case. Also with substitutes it causes trouble both to the jobber and retailer in readjusting the invoices and returning the goods. I do not think this is a general practice among jobbers.

"NEBRASKA."

Substitute Goods Now Dead Stock

We used to have a great deal of trouble with our jobbers substituting goods for use, but of late years have not been bothered with that so much, since we have been positively refusing for the last year or two to

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stand for anything of that kind. We think it a very unjust practice to the retailer. A jobber has no idea how inconvenient it is to us to have something just as good or, from their standpoint, better than the article ordered. We have always tried to dispose of substituted goods without returning them, and it is about the only dead stock we have on our hands—these goods that have been substituted. The way we have stopped it is by going after the traveling men not to allow their houses to substitute on goods. We very much prefer them to cancel from our order what they do not have rather than to have them substitute. We consider it a bad practice for any jobbing house to do it.

THE SHACKLETT THOMAS HDW. CO.

Cause for Direct Buying

We do not believe in the practice, nor do we stand for it. The writer thinks that the same has caused a good deal of direct buying from the manufacturers. We used to have some trouble along this line till we found a way to stop it to a great extent. This is how we have done it: We have our own order blanks printed in the form used by most firms for their salesmen, and require that all orders must be written on them, using carbon paper to make copy; said sheet has the following as a starter: "Positively no substitutions will be accepted." If all dealers would use something along this line, they would put a stop to a good deal of the trouble. M. V. SECOR.

Substitutes Stay on Shelves

Michigan jobbers are not addicted to this very undesirable habit. In a very few cases we have had articles substituted and find that the article will stay on our shelves, being an unsalable size or style. We do not consider the evil growing, but think that the difficulty of securing goods promptly would have a tendency toward increasing the practice. As a remedy, have a strict understanding with each jobber not to substitute any article without first receiving instructions to do so. GEE HARDWARE CO.

Think Jobbers Make a Mistake

There is a large amount of substitution by jobbers and large dealers who think that they can make more money by selling imitations which are not as good as the original article. I think the jobbers make a great mistake, for they could make more in the long run if they would sell the original, which is always the best, and when an imitation is made it is a proof that the original is a superior article. The jobbers are loaded up with imitations because of prices quoted, and the buyers do not test the articles to see if there is a difference, but if the original has had a good sale, they think an imitation can be substituted, depriving the original inventor and manufacturer of a superior article the returns for what is rightfully his. The patent office is largely to blame for a great many substitutions, and the patent office at Washington should be overhauled, so that the original inventor's principles could not be stolen by some little change in material and shape, which is not an improvement but a fraud, which cheats the original inventor out of the fruits of his labor. Everyone knows that we ought to have better patent laws, so that there could be no stealing someone else's ideas after they have worked out the principle and got a patent article on the market.

J. B. WILLIS.

Return Substitutes If Not Up to Standard

I have not been a victim of receiving substitutes, and therefore cannot say much on the subject, but will say this—if I was dealing with a house which would serve me with substitutes, I surely would return them if not up to standard. The second offence would lose my trade. I do not think it is practised much. Here we usually buy from Chicago, Cleveland, Toledo and St. Louis, the latter being the most liable to send something else if not what you order. Others either cancel order or put "shorts" on back order.

SOUTHERN INDIANA.

Best Jobbers Push High Grade Goods

Substitution is, of course, practised all along the lines by jobbers, retailers and contractors. With some there seems to be a mania to do something contrary to specifications, fearing that there is a "hold-up" somewhere; with others it is simply a want of knowledge of the goods; with still others plain necessity, either from inability to get the goods promptly or from some actual mistakes in the specifications as to quality or size.

We think the fact is becoming more and more appreciated, however, by all, that there are on the market cheap grades of most every line of goods, which cause more trouble and expense in the course of five or ten years than many times their first cost, and that there are other goods of established reputations which cost only a little more at first and save all this later expense.

In our own line we are very sure there is not nearly as much substitution of low-grade sash cord in place of our Samson Spot Cord as there used to be. Some years ago we found several buildings where substitution had been made, and all the cord had to be taken out, the expense of doing it being much more than the total first cost of the cord, and the substitution had been made simply for the sake of saving about a five-dollar bill. We have not heard of any such cases lately.

We do not think, on the whole, that the evil of substitution is growing. Not only do the users and the retailers talk quality, but the best jobbers are now pushing high-grade goods as a matter of business policy.

SAMSON CORDAGE WORKS.

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Put the Option Up to Retailer

In a large measure the retailer must rely upon the jobber to supply the latest and most merchantable articles, as the jobber is in better position to judge this, as all manufacturers submit their product to the jobber, and not all are represented to the retail trade. On the other hand, if the retailer has the information and requests certain goods, the jobber should not substitute, and the retailer should demand, if it is necessary to substitute, complete information regarding the item before shipment is made, thus the option is up to the retailer, in which case he can change jobbers or write the manufacturer as to where he can procure the goods desired.

A WESTERN MANUFACTURER.

Presumptuous for Jobbers to Ship Other Goods Than Ordered

The practice of substitution by jobbers and dealers may be almost entirely overcome by the purchaser refusing to accept the goods not in accordance with his order. A certain amount of substitution does not arouse the retailer where he feels the jobber is doing his best by shipping something just as good when the article called for is out of stock. This excuse, however, is not a valid one to the manufacturer, who feels that the jobber ought to have the goods in stock called for. Therefore it devolves upon the manufacturer to not only see that his goods are advertised in the proper channels, but that the demand for his product is kept up in volume and increasing, if possible, by the personal work of traveling representatives. It certainly is fair to assume that the retailer knows what he wants, and it is presumptuous for a jobber or manufacturer filling an order to ship other than the goods called for.

Referring to your question, the dealer can be assured of getting what he orders by checking up his shipments and returning any goods that are not ordered, advising the jobber that his order will go in direct to the manufacturer or to some other jobbing house. The manufacturer can be assured of return from his advertising by the personal work of his travelers, supplementing the advertising he may do or some may prefer to call the advertising work the supplement to the traveler's work.

CENTRAL WEST.

Dealer Will Get What He Orders by Refusing Substitutes

The matter of substitution has never given us much trouble, as it is useless for a dealer to try to deceive a mechanic by putting out some tool in place of ours, as our tools are all marked with our name, and it is simple to tell at a glance whether a tool is a Starrett tool or one of some other manufacture. Mechanics know what they want usually, and we are pleased to observe that in a very large number of cases they want Starrett tools, and dealers generally are very glad to supply Starrett tools. This combination has worked so effectively that at present the most serious problem which confronts us is that of making tools fast enough to supply the demand. In our opinion it is fair to assume that the retailer knows better than the jobber what he wants, and he ought to get it. The dealer can be assured of getting what he orders only by refusing to take anything else. If he insists on having his orders filled with the goods called for the jobber will soon see that it is useless to substitute.

THE L. S. STARRETT CO.

Opportunity for Unscrupulous Jobbers

I am not troubled by jobbers substituting articles other than ordered. Invariably they back order the item if out and request to reorder with explanation of why not shipped and send balance of order forward. I do not think a dealer should stand for substitution only on express condition that if articles are not wanted they have privilege to return at expense of shipper both ways. There certainly is too much of an opportunity for unscrupulous jobbers to work off goods to their own advantage. The practice must be confined to smaller houses mostly, I should judge.

J. H. BOYLE.

Put "D. S." on Order

Jobbers have always taken the privilege of substituting when out of a certain kind of goods ordered. But I do not think that this is a growing evil, as I do not think it is practised more now than heretofore. When a person does not want the jobber to substitute he should put D. S. before the quantity of goods ordered, which means "don't substitute." This is the best remedy in my opinion.

ED. HENDERSON.

Opening for Wholesale Firm in Canada

To the Editor:

It has occurred to the writer that it might be of interest to some of your subscribers to learn that there should be a particularly good opening at the present time for the establishment in this city of an up-to-date wholesale Hardware business for supplying the retail trade of this section. You might mention this in your next issue, and in case any United States concern desired to investigate and wished further information you are at liberty to refer them to us and we will be glad to go into the matter with any such firm.

Canada. L. A. R.

W. J. Fowler, of Fowler & Co., Hardware merchants of Greenville, Mich., died February 26, at the age of seventy years. He came to Michigan in 1870 and has actively engaged in the Hardware business for thirty years.

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How to Restore Show Cases

If the woodwork or glass surface of your show cases have become marred, here is a method of improving them.

Dissolve one ounce of white wax in a pint of pure turpentine. To dissolve the wax place the vessel containing the turpentine over a burner and warm, and apply with a soft cloth. This will in every case greatly improve the surface. For cleaning glass, a good method is as follows: Mix one ounce of whiting, one ounce of alcohol, and one ounce of water of ammonia in a pint of water. Apply with a soft cloth, allow to dry and then wipe off. Numbers of glass cases are ruined yearly from lack of proper attention. Small cracks appear, caused by heat or contact with hard, heavy bodies, and if these cracks are not at once attended to they soon spread. An excellent method to prevent a crack from spreading is to draw a short scratch at right angles with a diamond or a glass cutter; this will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new all glass variety, which, if this is not done, are certain to warp.

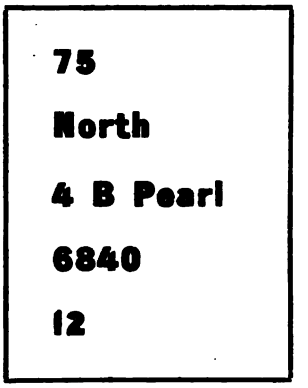
Selling Pocket Cutlery

In a show case filled with a large variety of pocket cutlery, any aids to the salesman are welcomed. In a large store where a specialty is made of this line, a special cutlery box is used, in different heights, the lower boxes in front and gradually higher toward the back. The inside of cover has a black plush lining and this cover is turned plush side up, resting on the top of box underneath. In the box is kept a few of the pocket knives displayed on the cover. Two knives are always on view, the reason for this being that it enables the salesman to very quickly return the unsold knife to its proper box and at the same time the salesman can tell whether any knives are missing—if the customer has tried to take an extra knife without paying for it. In the front of each cover is a slip having the price of the knife and a letter indicating from whom it was purchased. The selling price is in plain black figures, and when the slip is in the box it is not seen by the customer on his side of the show case, but all the prices are readily seen by the salesman from his side. The slip is shown herewith.



On the back of the cover is pasted a white slip of paper which gives the retail price, the abbreviated name of the manufacturer, description of the knife, trade or manufacturer's number and the store's number where reserve stock is kept.

For example, the slip shown herewith would read:



Translated it is 75 cents, one of Northfield Knife Co.'s knives, a four-blade pearl handle construction, 6840 manufacturer's number, and No. 12 number of box in which reserve stock is kept in another part of the store.

Theodore D. W. Moore, who for three years past has been manager of the Remington Arms Co. plant at Ilion, N. Y., and who, twenty-seven years ago, began work in this line with Hartley & Graham, and continued with their successors, the M. Hartley Company, has accepted a position as general manager of the Savage Arms Co., Utica, N. Y. The company report working a full complement of men, 400 in number, at their plant.

A St. Louis Buyers' Club

Announcement is made of the new Buyers' Club Building to be erected in St. Louis, Mo., this summer by eastern capital and to be ready for occupancy by Oct. 1 of next year. It will consist of eighteen floors, basement, roof garden and a tower approximately ten stories high, for offices, committee rooms, ladies' retiring rooms, etc. It will be 234x324 feet. The first floor will be devoted to the exhibition, demonstration and advertising of goods of all types; the basement to the display of machinery from all parts of the country, much of which will be in operation, and there will be sixteen floors of sample rooms. A unique feature is the proposition to annually pay the railroad fare of 10,000 buyers, and this fact, it is predicted, will prove a great factor in drawing the buyers to St. Louis. Special trains will be arranged to bring buyers from distant points. Only a limited amount of space will be leased to each exhibitor. The building will be thoroughly fireproof. The building is designed to extend the selling facilities of manufacturers of all styles of machines, engines, building materials, textiles, dry goods, Hardware, food supplies, furnishings, etc.

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COLLECTION OF BAD DEBTS

To the Editor:

As to the collecting of bad debts, in the first place, don't extend credit—and stick to it. It is the only sure way to be a good collector and a successful business man. If you credit your brother, or anybody else, you have, as a rule, done him an injury as well as yourself. If he is a poor man he is liable to overbuy his income, and then the chances are that the merchant loses confidence in him, and an effort to collect would drive away a customer who has a certain amount of money to spend. If from any cause or excuse the customer avoids paying the honest debt, then he has learned something that grows very fast on some people and the temptation is irresistible. What they have learned at some other place they practice on you.

If you enter suit in court against him, he can take advantage of the exemption laws, homestead, etc., or if you send him a dun on a postal card, he can sue you for slander.

There are many other arguments why if you credit you are liable to do yourself and the purchaser an injustice. Men go into any kind of trade or barter business for what money there is in it, and not for fun. If you credit one, you will credit two; so it is like a leak in a great ship, it grows very fast, and you are more than liable to go under, and then your friends will leave you, the people you have credited will abuse you; so what is the use?

Don't credit—but sell for cash. You can sell cheaper, you can buy cheaper, and you know what you are doing every day.

If you have no other drawbacks to business you are sure of success. Everybody is your friend, and your own life is a pleasure worth living amongst the very same people.

J. B. H.

To the Editor:

We presume we have the average experience in collecting bad debts. We use every means of courtesy and persuasion to collect an account and only resort to more severe measures in very extreme cases. The laws in Florida are such that if a customer does not wish to pay he cannot be made to pay. Litigation causes hard feeling and the loss of a customer, and probably others that he might influence. We are glad to say that the credit system is being very much limited here and that our collections are much better than formerly.

A FLORIDA HARDWAREMAN.

To the Editor:

We have no set rules for the collection of bad debts. To begin with, it is hard for us to conclude that a debt is "bad" unless the debtor is dead and has left no estate. In any other case, we keep him impressed with the idea that he is ever in our minds and that we are always ready to make him trouble and expense in order to get what he owes us. We try to be very lenient with the man who wants to pay, but who, for good reasons, is entitled to leniency. We try equally hard to make the slow and dishonest debtor wish he had never seen us.

THEGUCO.

To the Editor:

We run our business on so near a cash basis that we have had in the seven years in which we have been in business very few bad debts. Nearly all of these have been total losses, from the fact that they have been for small lots of tools or hardware trusted out to accommodate or help persons of very limited means, or a mechanic who needed the articles in order to get a job. When the time for payment arrived they had disappeared. There is no method we ever heard of by which we could make the collection.

WILLTREE.

To the Editor:

We have read with much pleasure and benefit the various articles in your excellent Magazine. The best way to collect bad debts, according to our experience, is in the first place: Don't let an account get into bad-debt shape. Second, when the account does get into the bad-debt category, go right after it. Go after it in every shape and by every lawful means. Don't let the grass grow under your feet.

An experience of many years convinces us that only a very slight fraction of 1 per cent. of retail buyers deliberately buy without expectation of paying. Sickness, loss of position and other misfortunes that seem unavoidable sometimes put a buyer in a hole. Then you must put on your studying cap. How shall you close the account? How retain the goodwill of your customer and still get your money? There are no hard and fast rules. Each account requires the special treatment of the credit man. We try generally to get small payments weekly or monthly where collection seems possible. In other cases we compromise. In other cases we have the goods returned. Some we threaten, some we sue, some we beg, some we bluff—anything to get the account in shape *at once*. Delay is fatal. What is to be done must be done right now. Let the account stand "suspended" and you had just as well charge it off. Every passing day means one day further from any prospect of settlement.

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We send out every bill the first of each month. Some of these bills are mailed on the last night in the month, but the great majority are sent by collectors.

When not paid on presentation a date for payment is insisted on, and when that day comes the bill is promptly presented again. If the collector is turned down three or four times the credit man writes a pressing letter, and if that fails a personal call is made by the credit man or the manager. Something must be done then. The greatest secret in keeping accounts in good shape is to be exceedingly prompt in presenting bills and send an itemized bill every time. Don't let the bookkeeper get tired of making out bills. It is his most useful work in a retail business.

"A PLEA FOR PAYMENT" LETTER.

Mr.

Dear Sir—I want to ask you as a special favor to help me at a time when I am needing help.

I have not worried my customers concerning their accounts as long as it was possible to avoid it, because money was scarce and hard to get.

I ask you kindly to take this personally to yourself; put yourself in my place. You may argue, "My account is a small one, you can get along without it."

That is not true; it is yours I want and need. Suppose each one of you were to say the same, where will I be?

I am always glad to accommodate my customers with credit when possible. Your account is not large; you owe me but $.....; won't you kindly let me have it by I assure you I need it to meet obligations at that time.

Sincerely yours,

Threatening printed forms and threats of any kind should be used only as a last resort. As we said at first, don't let the account get into bad-debt shape. Keep right after it while it's fresh.

To the Editor:

In the collection of bad debts I use two blanks, one of which shows very satisfactory results, the other is a settlement blank made up from suggestions found in the HARDWARE DEALERS' MAGAZINE, and will meet almost all of the requirements on us retail hardware merchants.

M. H. R.

To

Dear Sirs—Enclosed find check for which with deductions as below is in full for your invoices of

Date.	Amount.	Discount. PER CENT.	Discount. CASH.	Overcharges.	Freight.	Total deductions.	Amount check.
.....							
.....							
.....							

Your acceptance of the enclosed check will be considered as a receipt in full for all bills or items mentioned above. If payment is insufficient or unsatisfactory, return all papers. No other receipt necessary.

Yours truly,

M. H. ROOP.

Remarks.....

.....

FORM OF SETTLEMENT BLANK.

To the Editor:

Bad debts are accounts uncollectable. We endeavor to prevent their reaching that stage by the enclosed forms, and have succeeded, we think, very well.

First Notice.

Dear Sir—Herewith find our draft on amount $....., for collection and remittance. Many of our customers deny knowledge of draft, thus causing much inconvenience. Please be particular to the fact thaf drawee receives your notice, and oblige.

Second Notice.

Dear Sir—We have this day made draft upon you through, of, for $..... This amount represents past due account, and as we advised you at the first of month that not hearing from you with remittance prior to this date, we would make draft. We trust that you will honor draft with payment, upon notice from the bank collecting, and very much oblige.

Third Notice.

Dear Sir—Our draft for $..... drawn upon you through, has been returned to us unpaid. We are disappointed at such action on your part, since the amount represents an account past due. We are obliged to say that we must now have your remittance by return of mail, since we cannot extend the time further.

Notice of Final Settlement.

Dear Sir—We have repeatedly made drafts upon you for your past due account, amounting to $....., and as often written you requesting payment. Our effort meets with no response. We have not been unreasonable, but have shown you all the leniency possible. We now beg to advise you that unless we receive the amount on or before, we will place the account for collection through our attorneys.

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When an account is due, and remittances do not reach us within five days, we use the first form. If draft is returned unpaid, we use the second form, and then final settlement notice. Assured that about the ninety days is elapsing, the attorney gets the account.

Our losses do not exceed half of 1 per cent., which is far below what is to be expected on a business of our volume. We practically want our money in sixty days and keep after it, and with this seemingly "stiff" procedure our business still increases.

Our salesmen are required to keep all the conditions in view and not press some to buy that should not buy, and even passing up some who we think owe enough.

We have spent considerable money as subscribers to collection agencies, but they never were satisfactory to us. There may be some that are all right, but we are not looking for any more of that system of collection. We find our collection attorney a little more costly, but worth the expense. DIHACO.

Special Brands

The Norvell-Shapleigh Hardware Co., St. Louis, Mo., are the originators and control the "Diamond Edge" brand of tools. The concern asserts this is the oldest line of goods under a special brand in the United States. The copyright shows that these goods have been sold continuously by their house since May 25, 1864; the copyright covers not only cutlery, but axes and other edge tools. Referring to this subject, the company state as follows:

For a number of years past we have been slowly, but carefully, building up our line of "Diamond Edge" Goods. We have given the closest attention to every detail of the quality, style and finish of the goods. Our assortment, and variety of styles and sizes are not surpassed by the special line of any other Hardware jobber in this country. Our prices are just as low as we can make them consistent with the high quality of the goods. We have devoted particular attention not only to the goods themselves, but to appropriate and artistic labels and to the character of boxes, most of our line being put up in well-made dovetail wooden boxes.

We claim the advantages to the retail dealer in selling a line of special brand goods are as follows:

1. He can buy all his goods in one place, and order them in just as large or small quantities at one time as he pleases. This saves time, labor, bookkeeping and transportation charges. Our stock is practically his warehouse from which he can draw the goods to suit his own convenience.

2. The quality of the goods will not only help, but will increase his business.

3. Every item he sells under the brand of "Diamond Edge," if of satisfactory quality, will advertise and help sell every other item in the line.

4. In advertising "Diamond Edge" Goods, he advertises not only one item, but advertises the entire line.

5. Under certain conditions we can give the exclusive sale on the "Diamond Edge" line of goods to one dealer in a town.

6. Being protected in this manner in the sale of the goods, the dealer can price the items at a satisfactory profit. He is not at the mercy of ignorant or irresponsible competition.

7. As these goods are not sold by catalogue houses this irritating class of competition is entirely removed.

8. We have an advertising proposition to offer by which a dealer can advertise these goods under his own name, also the fact that he has the control of the goods for his town.

A "Desperate" Letter

A manufacturer who for some months had circularized a list of possible customers without decided results, finally wrote them the following letter:

MR. JAMES MURPHY, Chicago.

Dear Sir:—Confound you, why don't you answer me?

I've been wasting postage on you for two years, and you treat back door peddlers better than me. You say *something* to them, anyhow.

If you think I'm a pestiferous fool—why, hang it, man, drop me a line to say so. It's this uncertainty that is killing me.

You know well enough that you're wasting money on your old condensing process. You're afraid to own up and say so. Maybe you're blissfully ignorant of the fact, and haven't taken a minute to think about it.

We've sent you at least three booklets telling you how this is, but I'll bet you a hat that you've fired them without ever glancing at the name, as fast as they arrived. I'll bet you never heard of our CONDENSER.

Now, come back at me if you think I'm a liar—come back at me anyhow. Take pity on me, wasting postage on you, when I might be giving the money to the orphans.

Tell me what your situation is anyhow, and let me send you that booklet.

If you don't answer this I'm going to frame your name and hang it over my desk with the epitaph—"The Modern Mummy."

Hopefully yours,
THE CONDENSER COMPANY.

Well Protected

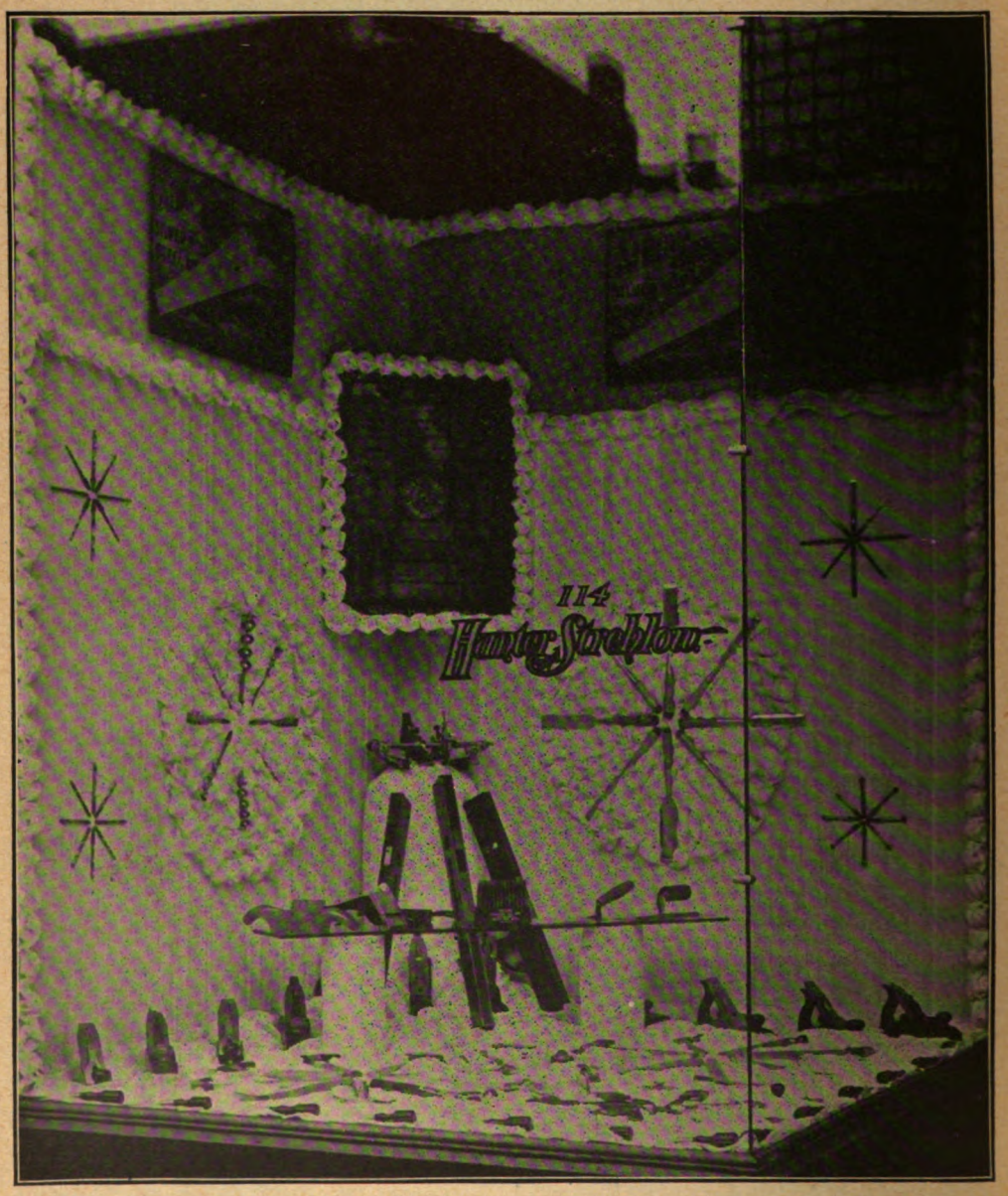
"I hear, Mrs. Jones, that your husband has two revolvers and a rifle for any burglars who may call."

"He had, but they came the other night and stole them."

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Illinois Window Displays

Hunter & Strehlow, Peoria, Ill., in the window display contest conducted by the Illinois Retail Hardware Association at its recent convention submitted the photo shown herewith. The display consisted of mechanics' tools. The background and floor was covered with white bunting. In the large circles in the background were displayed chisels and bits. The small stars were made up of reamers, countersinks, screw-driver bits and round and square shank drills. On the floor of the window was placed hammers, hatchets and wrenches in circles and interspersed between these were small tools, such as butt gauges, bullnose rabbet plants, tape lines, etc. Along the back of the windows were planes of different kinds and sizes. A border of screw drivers was placed next to the glass. A glass shelf across the back of the window contained brick and plaster trowels, also floor scrapers. The idea the trimmer had in mind was to make the display as attractive as possible without crowding too much stuff into the window. The other photo shown is the companion window



MECHANICS' TOOL WINDOW DISPLAY BY HUNTER & STREHLOW, PEORIA, ILL.

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of the tool display. This window was even more attractive than the tool window on account of the coloring which was worked in. This dispay consisted of "Jewel" Paints and "Chinamel" varnishes and floor finishes. The yellow cans of the chinamel and the green labels of "Jewel" Paints made a very pleasing combination of colors. On the shelf just below the circle of brushes was displayed the yellow cans which were also used for the border



A Paint Window Display by Hunter & Strehlow, Peoria, Ill.

around the front of the window. On either side of the window, and also on the shelves in the middle, quart cans of paints with green labels were used. Eight glass dishes, containing dry colors of different shades were placed on the floor of the window, which added greatly to the attractiveness of the display. The paint display was really the more artistic of the two.

The "Cycle" of a Gas Engine

It will help all those who are confused to know that a "cycle" is a complete round of movements or events to get a result or effect. The result wanted in a gas engine is the impulse. Each stroke in a "four cycle" engine represents an event. As it takes four strokes or events to get one impulse we call it a "four stroke cycle" which is universally shortened to the well fitted term, "four cycle." In a "two cycle" engine the four events are necessary and take place, but each stroke represents two events, hence two strokes complete the "cycle." This makes it a "two stroke cycle" engine, generally called a "two cycle."

It is quite possible to accomplish great ends when the hands are idle.

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The Dead Stock Evil

The gardener who does not watch his beds soon has more weeds than flowers. The merchant who would keep his stock up-to-date must go through the periodical weeding-out process just as carefully. He might take a profitable lesson in this from that beautifully systematic consolidation of retail units—the modern department store. There dead stock is almost unknown. Goods are kept constantly in process of conversion into cash, and those goods which show a tendency to lag are sold at a sacrifice, if necessary, rather than wait for them to "die" from inertia. Dead stock is more difficult to sell than that which is not quite dead. Besides, goods allowed to remain on the shelves for a time should have the interest on the money invested added to the original cost. Therefore it is more profitable to sell these goods at a slight loss and invest the money in better-selling stock.

Following are suggestions as to the treatment of the dead-stock evil. These may be divided under two heads:

1. Prevention.—Suggestions which relate to watching new items to prevent their becoming dead. By dead stock is meant merely that which does not sell, not including any which has in any way deteriorated.

2. Reduction.—Relating to plans for reducing the bulk of dead stock after it has accumulated.

1. First, as to the prevention of dead stock. The accumulation of much unnecessary stock may be prevented by considering well before stocking a new item. Laggard goods are commonly those which are put in stock before a steady local demand has been created. It is a good plan to fill the first few orders for new articles "on call" only, requiring a deposit from the customer as an evidence of good faith. When the profits on past sales of such an item are greater than the smallest quantity which can be ordered from the jobber, that quantity can then be safely stocked; even if never sold there will at least be no loss on that item's account. Merchants at a distance from the jobber cannot, of course, follow this plan strictly; yet even these should beware of indiscriminate buying, and too large orders for the mushroom-growth sellers should be avoided.

INDISCRIMINATE BUYING.

Indiscriminate buying is the first and, perhaps, the most common cause of the accumulation of dead stock. The next cause is, that after the stock has been placed on the shelf, the merchant is not in the habit of watching new stock.

After an item has gained the dignity of a place on the shelf it should still be closely watched, and should a reasonable period of time elapse without a sale being made, it should be at once returned to the jobber. The following is a simple method for watching new goods: Obtain some slips of paper, about 2x1, of a distinctive color. Have them gummed for about one-fourth inch on one end, and thereafter use these slips for the following specific purpose only: When checking off goods from a bill, attach one of these slips to every new item of stock, and on it make a memorandum of the firm billing it and the date of the bill. If it appears likely that when such an item should be returned to the jobber the trace of gummed paper left on the package would be regarded as a defacement, the following modification of the plan may be used.

Obtain slips of the same color about one half an inch wide and twelve inches long, and have them gummed at one end as with the other slips. These may be attached by stretching them tightly about a package and sticking the gummed to the ungummed end. Ungummed, either of these colored slips may be had of any printer for little or nothing, for they are usually thrown away as waste.

These gummed slips serve as badges to keep the eyes constantly focused on the "watchable" stock—stock which is placed with the other goods "on good behavior," so to speak. The memorandum on the slip tells whether or not the item has "made good."

REDUCTION OF DEAD STOCK.

An item having small sale in one store may have a steady demand on the next corner, or in some neighboring town or State. Consequently the jobber, having business intercourse with a large number of stores, is very properly a clearing-house for stock having but a local sale. Many articles may be thus disposed of. Those which cannot be disposed of to jobber or manufacturer may, perhaps, be realized on as follows:

Obtain some round gummed stickers of a color distinctly different than that of the gummed slips used for the other stock. These may be stuck on to any article or package which it is desired to close out for good. On this sticker may be marked the regular selling price of the item, as well as the bottom price at which it may be sacrificed. These stickers furnish both proprietor and assistants with important information.

Once a year, at least, the merchant should carefully go through his stock and "weed" it out thoroughly. Soon after taking the inventory is, perhaps, the best time for doing this. With each item he should ask himself whether it is staple or not; if dead, how to dispose of it. His conclusions on this question should be noted as memoranda on the colored stickers.

A stock card-index is an excellent aid to the foregoing suggestions in preventing or relieving the dead-stock evil, since the more rarely-sold items are then readily found when called for, instead of being allowed to remain unnoticed and forgotten on the shelves.

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It also serves as a complete list of all items in stock, and may be looked through much more quickly than one may glance through the actual stock itself. But whether or not a card-index is used, the following will be found an efficient aid:

Procure a blank book with board covers. and label it on the outside: "Watchable Stock." This book is to be divided into two parts. In the first part enter a list of items under the heading of "New Watchable Stock;" in the second have another list under the heading of "Dead Stock." All items coming under either of these heads should be entered in this book, and an item which has been closed out of stock should be at once crossed out from the list. Thus the book will at all times show exact conditions as to the dead-stock evil as they exist in the store, and the effects of the remedies applied.

The two lists should be looked through carefully once a month by the proprietor or manager. Goods in the first list, which show a disposition to habitual idleness, should be discharged after a sufficient trial—i.e., sent back to the jobber for credit. The "dead" list should be hammered at perseveringly and unceasingly till no "remains" remain. These lists will be found great time savers in watching stock.

Though the salvage from some single item of stock may be considered very small, it must be borne in mind that the amount of idle stock in the average store constitutes a large proportion of the items carried. Therefore, economy practiced throughout this list will net a considerable sum. In any case, there comes a time in the life of every store when the dead-stock evil must receive immediate treatment. Continually to allow idle goods to accumulate is only postponing the day of reckoning, and when it does come the loss is greater for every year of delay.

DISPOSING OF IDLE STOCK.

Disposing of the idle stock is a difficult operation, and it is because of the merchant's disinclination to undertake it that he aggravates his mistake by making the future burden increasingly greater for the sake of present ease. Being a business man, he "must often venture to often gain." He should systematically keep his stock in rotation. No item should be allowed too long a period of idleness. With the cash obtained from the salvage of "dead" stock many more ventures can be made in the buying of new stock than would otherwise be possible, thus increasing the opportunities for profit.

After the dead-stock evil has once been remedied, the merchant should not again relax his vigilance over his stock. After new stock has been "planted" on his shelves, he must be constant in his efforts to keep the "weeds" out. Then will the flowers blossom and prove a delight to the eye. In such a garden the useless weeds cannot make headway. Then will it be impressed on his mind that the pound of cure is less desirable than the ounce of prevention, and that eternal vigilance is the coin for which the latter may be had.

A. B. C.

Some Helps in Salesmanship and Loyalty

It is as easy to sell a good article as a poor one—*try it.* Enthusiasm is one of the most contagious things in this world; be reasonably enthusiastic about your goods and it will bring results sooner or later—*try it.*

Know your goods and know them thoroughly—try to be an *authority* on your line. The salesman who knows his goods, how to talk them, when to talk them, and to whom to talk them, will surely sell goods—and high-priced, profit-bearing goods, too—*try it.*

Convince your customer that you are trying to serve his interest as well as your employer's—it makes a favorable and lasting impression, and your customer looks upon you as his friend—*try it.*

Avoid misrepresentation; sell an article for just what it is—no more, no less. Sales made any other way are not well made; they don't pay either you or your employer. If you cannot make a sale on honest business principles—*don't make it.*

Don't lose interest in your customer after he has purchased; make it your personal business to see that goods have been delivered in good condition and customer perfectly satisfied. This may take part of your noon hour, or perhaps a few moments during the evening—but in either case it is time well spent. It frequently gives you an opportunity to suggest other purchases, something the customer may have forgotten or overlooked; if not, your customer will appreciate such attention and when they want more goods they will surely come to you—*try it.*

Remember that it is better to sell to one customer twice than to two customers once—*try it.*

Be pleasant at all times, smile, look your customer (and every one else) straight in the eye *and smile—always smile*—it is a good tonic, both for you and those with whom you come in contact—*try it.*

Remember that your every word and action (out of the store as well as in it) is an *advertisement* for or against your employer. See to it that every move is favorable—*try it.*

Remember that your employer's success is your success; by helping his interests, you help your own—*try it.*

If one of these thoughts appeals to your judgment as good or practical, don't simply say, or think so—but *try it. Look them over again* and see if there is not *at least one* which can be put into practice *to-day, now—try it.*

H. C. O'Neill.

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The Follow-Up Plan of Getting Business

The following interesting letter on the "follow-up" plan of getting business will be of much interest to our readers. It comes from L. G. Norvell, secretary and general manager of the Newbern Hardware Co:

"A "follow-up" plan of any kind to prove a success must be a carefully systematized campaign for business and requires constant attention and a world of energy. The necessary "fireworks" to be applied when the selling season comes on is what gets the results and is what demands the best efforts and business judgment of the merchant. I can best give you details of the way we run our "follow-up" plan by an account of the campaign we are now engaged in.

About Oct. 1 last, we carefully compiled a 1908 prospect book with the proper ruling for names, addresses and correct R. F. D. numbers. We arranged sections for different classes of implements as follows: Two-Horse Cultivators, Disc Harrows, Spike Harrows, Acme Harrows, Two-Horse Plows, One-Horse Plows, Two-Row Corn Planters, One-Row, Corn Planters, Combination Planters, Cotton Planters, Stalk Cutters, and then a general section for light tools, such as Cotton Scrapers, Five-Tooth Cultivators, Double Shovels, etc. We also had sections for Wagons, Buggies, Field Fence and Field Seeds. This book was turned over to our selling force with the offer that on Christmas morning we would give ten dollars to the salesman who secured the names of the most prospects, each item to count one and the salesman to first enter a name to have full credit for some (the latter to avoid disputes in case of duplication). When the award was made on Christmas day we had listed over 600 items in the above classes.

The salesmen in their regular business course would make inquiries of customers coming into our store as to what their requirements would be in these lines. Obtaining the information desired, he then asks the customer his correct address (if same is not known), all of which is immediately entered on the prospect book.

Now it comes up to the management and advertising department. We have our own mimeograph machine and advertise a great deal through personal letters (we also have a full page in our home paper). Our first letter this season was on Field Seeds, which was issued on Jan. 10. Attention was called to the fact (which is a fact) that the Seeds market, especially clover, was very strong, with every probability that higher prices would prevail before the season was over; that we had invested about $3,000 in clover seed; we did it as an investment; we intended to put each market advance on to our price—that it was nothing but just—if a decline came we would be compelled to meet it; that orders would be taken now at prices stated for the different grades, but we would not guarantee same even for a day. These letters were mailed to the prospects listed and others that we thought would be in the market for seeds, and we already have orders taken for over two-thirds of our stock, and it is yet fully thirty days before sowing time.

A check is carefully kept on the prospect list and we never let up until the prospect buys from us, from our competitor or declines to buy at all. By our prospect list we are guaranteed at least a "look-in." The salesman's nice attention when inquiry is made, our letter on the very subject he is interested in, the further mention of the matter the first time he enters our store is bound to make an impression. We often spend as high as fifty cents in postage stamps on a prospect before we close the deal or give him up.

We have met with abundant success the three years we have conducted these plans. We run it on stoves, paints, hay tools, pumps, building material, sewing machines, window screens, screen doors, guns, and, in fact, everything except shelf Hardware, which we would consider impractical.

Two necessary adjuncts to any successful "follow-up" plan are judicious advertising and good store support. The advertising man has lost his effort if he brings the customer into the store only to have him butchered by incompetent salesmen. We employ good men, pay them well and endeavor to make them fully understand that our success is also theirs.

The "follow-up" plan has been an absolute success with us, and we heartily recommend it to any brother merchant as a business getter.

From American Consulate in Germany

American Consulate Kehl, Baden, Germany.
Daniel T. Mallett,
Publisher Hardware Dealers' Magazine,
253 Broadway, New York City.

Dear Sir: I have the honor to acknowledge the receipt of a copy of the "Letters from American Consuls" and take this opportunity to return my sincere thanks for the same.

In your efforts to promote and extend the Hardware industry, you have certainly conceived a scheme, the importance of which cannot be overestimated in its beneficial results to the trade.

In carrying forward your one great conception you have also accomplished another work—this is, in a point of efficiency, the American consular service is not half as black as it is often printed.

I think that a perusal of these letters reveal a prompt, conscientious and painstaking service.

Offering you my humble but nevertheless sincere congratulation upon the successful accomplishment of an invaluable work,

WILLIAM J. PIKE,
American Consul.

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DO YOU ADVERTISE?

By Joe. E. Johnston.

In reference to the first part of my article, I will say I believe in judicious advertising, and that it is one of the best investments that a merchant can make. There is no set rule that I know of that will apply to all kinds of business, and that will have to be determined by the advertiser. An advertisement should be two-fold in character. First, and most important, is to establish the reputation of the house. When you have done this you have reached one of the goals of success. There are very few people who like to trade with a firm which has no established reputation. It may be true that bargain prices offered at times to catch the trade will be appealing, but there will always be a suspicion that all is not as represented. I find it much easier to keep a customer than to gain a new one; because we make it a rule to see that our customers are satisfied, though at times we may suffer loss to satisfy them. One displeased customer can do more harm in a week than all the profit you could make out of him in a year. Confidence is one of the chief assets of every well-established business. Destroy this, and your road to fame will be rocky indeed. The local business man cannot afford to make false and misleading statements like some of the people in distant States who sell their goods on misleading representations, "fully guaranteed," subject to the conditions on the other side unknown to us. We must come face to face with our customer, while the other fellow is immune and cannot be reached except by an epistle in the hands of Uncle Sam.

I try to make a confidant of all of my customers, and in this way I find out a good many things of interest to me. One of the chief arguments of the catalogue house is that they can save the customer money on any article from a pin cushion to a threshing machine, knowing, as they do, that when they touch a man's pocket book they have hit him in a tender place.

In order to make this convincing, they quote prices on some standard articles that will be a clincher. They know if they can make a customer believe that you have been charging him too much, that he will not come to see you. If you gain the confidence of your customers, as you should, you will have a chance to contradict this impression, for I truly believe that, with the exception of a few articles, which are used as bait, there is not a dealer in this State who cannot meet the prices of these dear friends, and make a nice profit, class and grade of goods considered. We are doing it, and in many instances make a better profit than on staple and high-grade goods. We do not represent the goods as standard or high-grade, for we have to meet these people again, but we can tell them that we believe the goods are worth the money asked for them, and most of our customers buying this class of goods have been pleased, while others have come back and traded them to us for a better grade.

Another good way to advertise your business is, "Don't knock your neighbor." Sell your goods on their merits and not on the demerits of your friends across the street, or maybe in some other town. Remember, you cannot do it all, and he also has a right to live, and perhaps a family to feed also.

NEWSPAPER AND CIRCULAR ADVERTISING.

Referring to the second clause of my subject, I will say I advertise through the press and by circular letters. To my regular customers I believe the latter more effective, because I can say to several hundred people at a cost of little postage and a few hours' time what it would take me many days to say to them individually, if I have a chance to do so; besides, with this circular letter you can send a small folder describing some article that you wish to call their attention to.

The catalogue houses realize the value of this kind of advertising, for they do more of it than any other class. They never let up when they get a man's name; they keep after him, and if we, as local dealers, don't do something to counteract it, they will land him, and we will not be at the landing either.

The man who believes he can get business without expense or effort is sure to be disappointed, as well as the man who sells his goods without a profit in order to down his competitor. Merit and not prices is the best medium to use in getting trade. The man who buys a thing because it is cheap usually wakes up to the fact that he has bought a cheap article.

Be honest in all your statements. If you are selling something that you cannot recommend, say so. It is better to tell your customer than to let him find it out and tell you about it. He may not get a chance at the other fellow, but he will hunt you up, and besides, tell all of his neighbors how he made you come across; while the other fellow can beat him writing letters, and the chances are they have a testimonial from him telling what a bargain he got before he knew what he had, that they have been using as a bait for another.

Courteous treatment is another good way to advertise. See that everyone, no matter the color or the nationality, is kindly treated, and don't be afraid to use the little words "thank you," for the man who spends his money with you does so voluntarily, and this much he has a right to expect.

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Make it a duty to give any information you can, when called upon, for we all have to get our information from each other, and none of us knows it all.

AN INSTANCE.

The following is something that happened in my store about a year ago. We all recognize the fact that the catalogue house is with us, and is doing an immense business. If you take their catalogues and notice the goods that they are advertising, I believe you will agree with me that they are getting a pretty big price for their goods. Just about a year ago a customer of mine came into my place of business, who was from an adjoining county, and after a few words of greeting I asked him what I could do for him. He said nothing, that he had just come up to buy some furniture, and he introduced his friend to me. I told him that he had come to a good town for furniture, and I thought he could do well, but while I was not selling furniture, there were plenty of good firms in town that did. After passing a few words more he asked me where that big Chicago firm was that had located in Dallas. I asked him if he meant ————, and he said yes, and I told him I thought they had an office in town. I said, "Mr. Loeb, what do you want with these people, anyway?" He said, "We have been wanting to get some furniture, and we wanted to see them." I told him that he could not see them, and that he had seen all he could see if he had seen their catalogue. I told him that I did not believe there was anything in that catalogue that he could not purchase the same article here in Dallas for the same or less money. I pointed out a cart to him, and I told him he could get the catalogue and compare the cart they had advertised there, and if it was not the same cart that I had that I would give it to him. I told him that they wanted $16.70 for the cart, and he could take mine for $15, and that still I would make a nice profit. I took him through the store and showed him some other things. He asked me who I would recommend him to buy furniture. I took a little card and wrote down the names and addresses of two or three furniture stores in Dallas, and handed him the card, and told him that there were plenty of others, but told him if he wanted to buy furniture I would recommend that he buy from some of these firms, as I had been trading with them and could recommend them, but that perhaps any other furniture firm in Dallas would do just as well. I walked to the corner of the street and pointed out these houses to him. They went away and came back in two or three hours and thanked me for sending them to the furniture stores. They said that they had got what they wanted, and had bought it for less money than they had expected to, and that they had got a bargain. I told them that I was glad they had gotten a bargain, that they had found something to suit them. They said they had bought about $160 worth, and that his friend had bought about the same. They asked about when the car would leave, and I told them. Now, remember, that up to that time he had mentioned nothing about his surrey, and at that time he said that he wanted to look at one. I took him up stairs and showed it to him, and his friend said he would like to buy a buggy, also, and I finally sold them these articles. Now I had made two sales there by showing them a little courtesy, and pointing out to them where they could save money in buying furniture here in town instead of patronizing a catalogue house.

Gentlemen, in order to protect yourselves you will have to study that catalogue, and by studying it you can refute the arguments of the catalogue. The fact is, a majority of the people who buy from that catalogue do not understand it. These catalogue houses have a pretty large margin of profit, but they advertise some leaders at a low price. I do not believe we have done right in abusing these people or by saying that their stuff is not of any account, because they do sell some pretty good goods, and we do not make anything by abusing anybody; but we can point out to the customers those articles, but not run the articles down, because the more you abuse those people, the more the people want to trade with them, because they will think that you are misleading them for your own sake. Keep the catalogue in your house, and whenever people come in and begin talking about what they can do by patronizing a catalogue house, I just pull out the catalogue and say, "Let's see about it."

Manufacturers Can Help Out

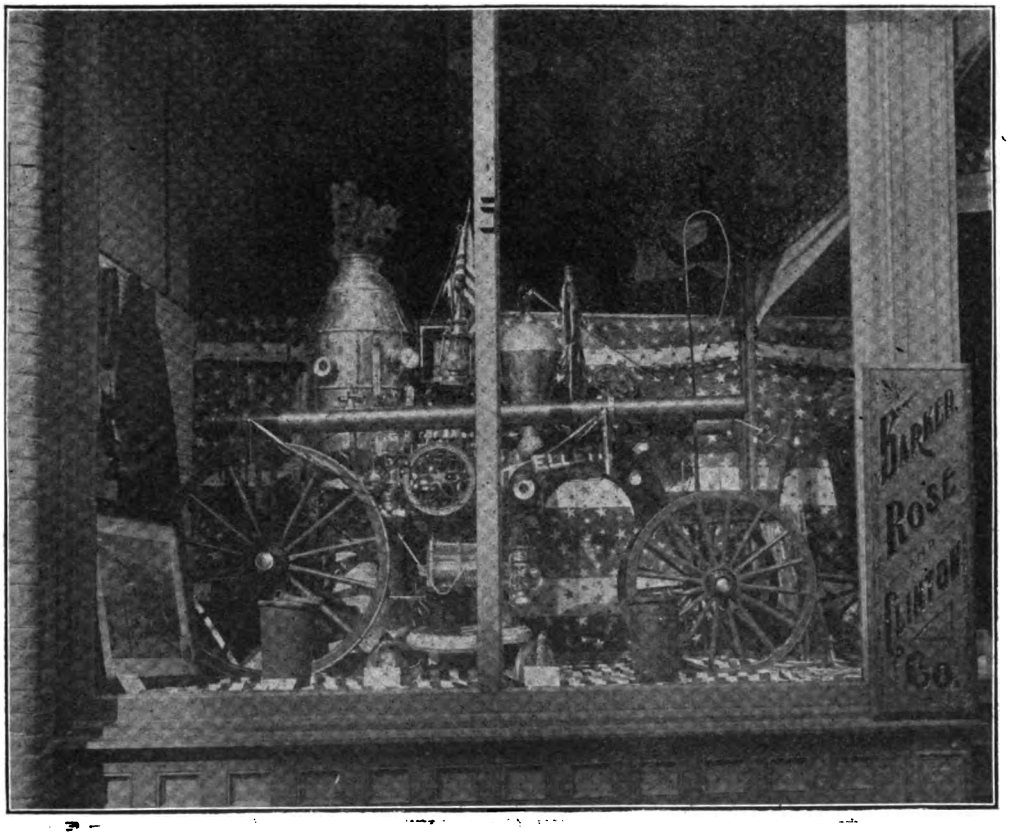
I have been very much interested in reading the article in a recent issue by H. H. Steidl entitled "Marking Goods." Every Hardware man who has to mark up a lot of shelf Hardware knows how hard it is sometimes to find a suitable place to put the cost and selling price. Often the bottom of the package is the only place that a pencil mark can be seen, and that is not satisfactory, as it soon gets defaced and cannot be seen. I have often thought as I have been marking goods that the manufacturer could help us out by putting a gummed label of suitable size, say 2 inches long by 1 inch wide, with dotted lines for the date, cost, selling price and of whom purchased, on the box. By having large quantities printed the cost would be small. I believe if the matter was called to the attention of the manufacturers by the National Retail Hardware Dealers' Association, that something might be done along that line.

C. L. JENNESS.

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A Fire Engine Window Display

In the accompanying illustration is shown a fire engine window display designed and erected by Edwin M. Hart, Elmira, N. Y. It was put in the window of the Barker, Rose & Clinton Co.'s store on the occasion of a firemen's annual convention held in that city. This steam fire engine is made entirely of articles sold in the store, with but a single exception, the running gear, which was borrowed from a blacksmith. The frame was manufactured from saw boxes by the designer. It is made up of milk cans, fruit and meat presses, coffee mill, bread tins, stove pipe, cash boxes, door checks, cream pails, gong bell, oil cans, whip, coffee pots, thermometers, clocks, lanterns, watches, horse blankets, towel bars, hoze nozzles, toy wagon seats, shovel, tongs, leader pipe and ells, and other articles. The large size coffee pot grinder is connected to the fruit and meat presses, and is operated by an electric motor making 300 revolutions per minute. It shows the engine and pumps under heavy labor. Mr. Hart has the honor of carrying off several prizes in the window dressing line. Mr. Hart is open for an engagement with a Hardware house.



A Fire Engine Window Trim by Edwin M. Hart, Elmira, N. Y.

Department Store Spies

There are some peculiar phases to the business side of the metropolis, and with the existing competition it is important that big establishments should know just what some other big establishments are doing.

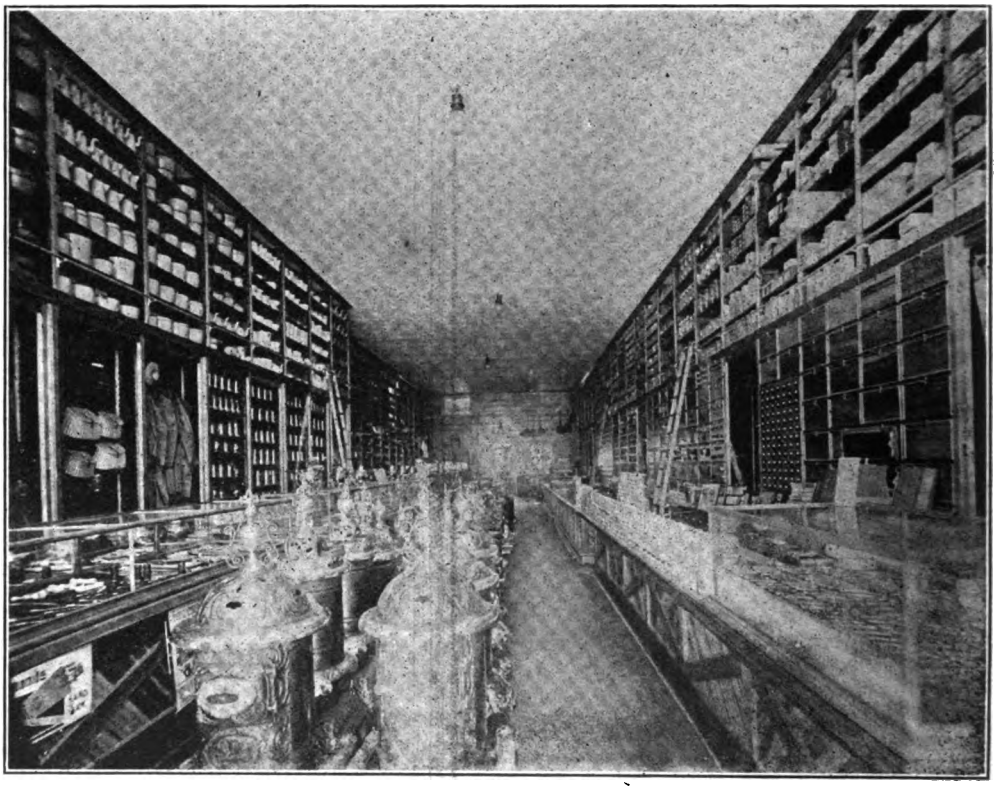
By sending trusted agents to view the other stores and price goods the same as any person might do and by carefully studying the advertisements of their competitors they can learn much, and these are methods of daily use all over the city.

But something more is needed to answer the business purpose of the heads of the great stores, for they must get in closer touch with the plans, methods and contracts of their rivals. To do this they employ spies, knowing trusted persons who are actually in the employment of their competitors—clerks, bookkeepers, secretaries and others who, while working for their ostensible employers, are in the secret service of their greatest rivals and keep them informed on every detail of the business. Thus dozens of stores have their agents in dozens of others, each knowing the facts but being unable to learn just who the spies are, even though great care is exercised.

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Interior of an Idaho Hardware Store

The Ninneman Hardware Co., Lewiston, Idaho, do a general wholesale and retail Hardware business. They have an attractive establishment as the photograph herewith will show. It is but one of several sections of the store. It will be noted that there is not any waste space, every foot being utilized to excellent advantage, from the bins under the counter to the topmost shelf of the wall shelving. There is also shown the very orderly arrangement of the stock. For their gun stock, cutlery, nickel plated ware, some sporting goods, tools, etc., glass-front cabinets are



General View of Store of Ninneman Hardware Co., Lewiston, Idaho.

utilized. Parlor heaters and kitchen ranges are placed down the center of the store between the two rows of show cases.

Selling Goods

The very fact that an inquiry for an article is made in the store gives you an advantage which should be used. Give the customer what he asks for, but direct his choice so that what he buys will please him when he goes to use it. The ordinary, but not the best, way when a man asks to see axes is for the clerk to go to the rack and say, "There is one for 75 cents; this one is a dollar and this one $1.25," and then gaze into space. An improvement on this is for the clerk to dilate upon the quality, explaining where the difference in price exists. The best way is to show the axes, then find out what your man wants an axe for. If he is going to chop down trees show the chopping axes. If he is going to split logs show the splitting axes. If he is one, as are the majority, who use an axe only occasionally, he will appreciate being told that the slim, tapered, keen edge is the axe for chopping, while the broad, blunt, tapered one is the axe for splitting. It is best to avoid direct questions at first, especially with strangers. In reply to their inquiries display the goods. Get the customer warmed up a little, then questions come naturally and are answered easily.

If your axe customer happens to be a logger or a woodsman, that fact will be made known as soon as you display the axes and information will likely be resented, as he will very likely dispense the information about axes and their use.

When a person comes into the store for a certain article make that sale first; then, if he has time, show him other goods, but avoid overurging. No greater mistake is made than for a clerk to destroy the sense of freedom—that at-home feeling—which shoppers enjoy.

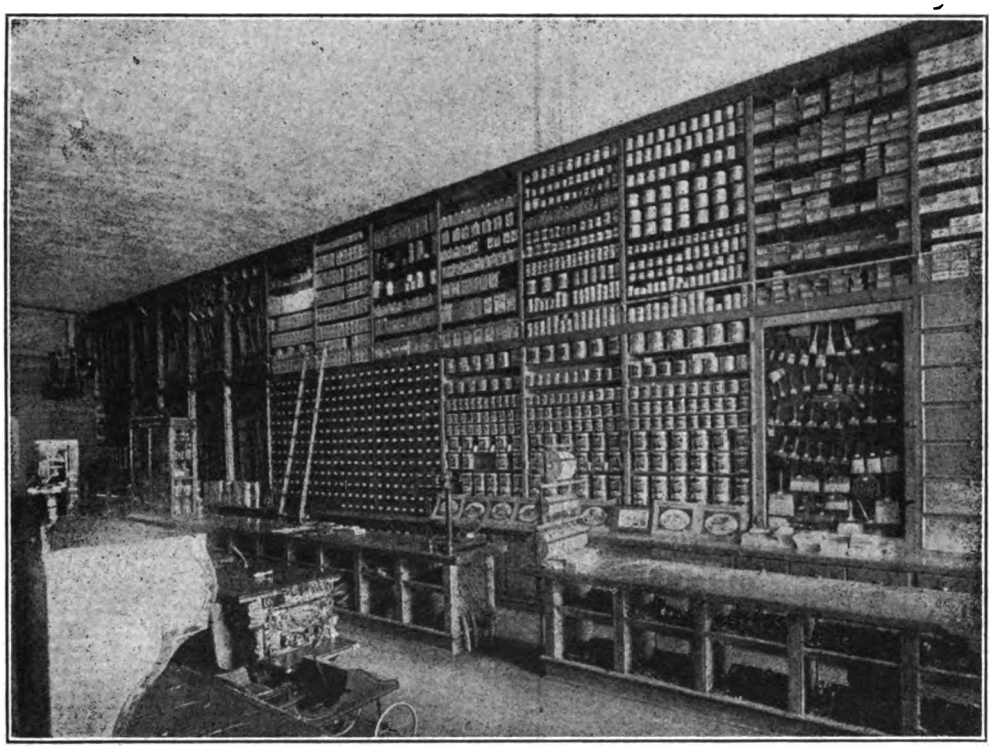
If the case of the farmer being shown garden tools was an actual occurrence, as de-

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scribed in "An Expert on Selling Goods," it may safely be wagered that he visits that store but seldom. If the farmer was not convinced after three paragraphs of urging from the clerk, he would be in no mood, after saying his mind is made up not to buy, for the clerk, even with the aid of a "good-natured smile," to tell him that Lincoln said "Only the dead and the foolish never change their minds." The remark is too suggestive for good salesmanship and smacks offensively of the big stick.

As an offset to this sample of selling goods, the following is given, being an actual occurrence: A man asks to be shown small platform scales. "Like this," the clerk says, pointing to the scales on the counter. "This is the only one of the kind in the store and has been in use for ten years and is not salable." The clerk suggests other kinds without success, finally saying: "We have a dial scale weighing 24 pounds which is much easier handled than the heavy platform scales" (the clerk having found out the man was a huckster). "Oh, yes, I know that kind," exclaims the huckster; "that is not what I want, you need not bother to get it down." The clerk by this time was half way up the ladder and when on up, saying, "Just let me show you this one, it is no trouble at all," and immediately has the scale on the show case and is busy explaining how the scoop can be left off and a pan substituted and the scale adjusted by the little knurled screw, so it is always correct. "Well, now, that is pretty slick," says the huckster; "I'll take the scale and the pan, too." The point urged is don't stop on the ladder; keep going up. Too many clerks not only stop on the ladder, but do not even make the start.

The criticism may be made that if the scales had been properly displayed the clerk would not have had to climb the ladder while the customer was waiting. The criticism is just, but, strange as it may seem, some dealers cling to the antiquated plan of shelving all the goods they can, which not only makes it harder for the clerks in showing goods, but causes the loss of many sales that the goods would make themselves if only displayed. A. Q. C.



Paint Department in Store of the Ninneman Hardware Co., Lewiston, Idaho.

A customer dissatisfied, either in his purchase or by the service rendered, can be marked "non-returnable."

Refuses Credit to Mail Order Customers

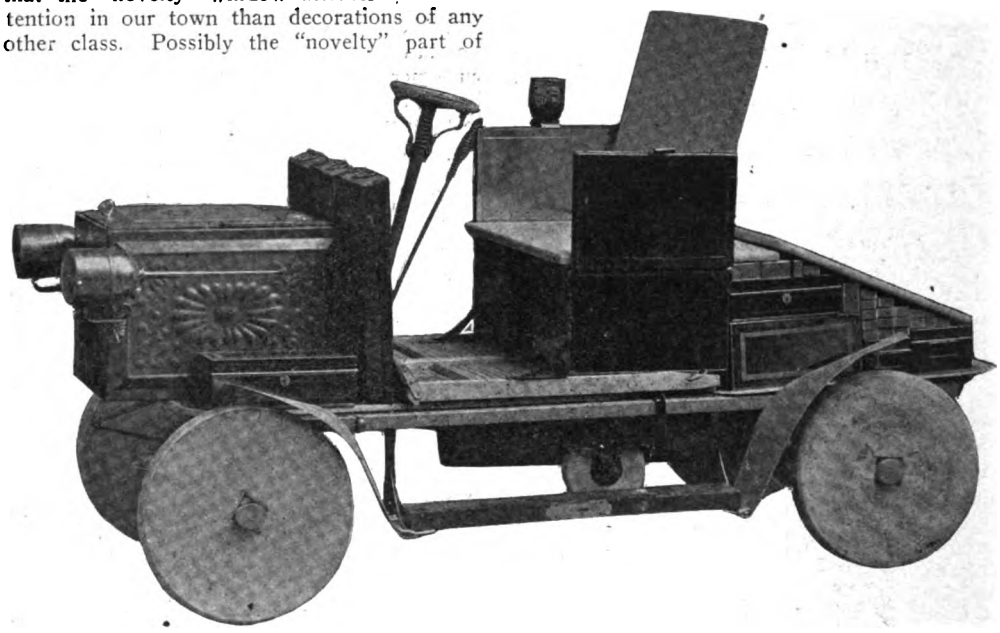
A Michigan merchant a year or more ago adopted the policy of refusing credit to the patrons of retail mail order houses. It was predicted at the time that the move would prove just the opposite of what was expected, antagonizing good customers and lessen instead of gaining trade. The merchant, however, has found his business better than ever and has been able to discount all his bills.

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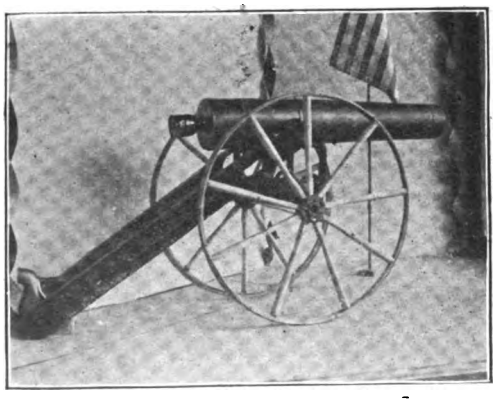
Novelty Show Windows

To the Editor:

We are mailing you to-day under separate cover photos of two Hardware show window decorations, which might be of interest to some of your readers. We find that the "novelty" window attracts more attention in our town than decorations of any other class. Possibly the "novelty" part of the decoration is more prominent to the public eye than the articles used in its make-up, but we know from experience that it is a good advertisement for a Hardware store.



AN AUTO MADE FROM HARDWARE STOCK, BY THE MORSE HARDWARE CO., JENNINGS, LA.



A FOURTH OF JULY CANNON DISPLAY BY THE MORSE HARDWARE CO., JENNINGS, LA.

The "cannon" was prepared of course for the Fourth of July—5 x 6 and 6 x 7 stovepipe form the "barrel;" the spokes of the wheels are claw hammer handles, held in place by flange unions for hubs and coils of No. 6 galvanized smooth wire for tires. A machine oiler forms the knob on rear end of gun and two mason's levels, a pair of barn door rollers and a charcoal iron complete the outfit.

The "auto" is a little more complicated. Grindstones were used for wheels, post maul handles for axles, large strap hinges for springs, zinc stove boards and wash boards for platform, gasoline stove oven for engine hood, engine oilers for lamps, dripping pans for dashboard, bread boxes and bread boards for seat, Japanned bond boxes and boxes of 22 cartridges for sloping rear body, mop stick and coil of wire clothes line for steering gear, wooden level for footboard, strips of sheet zinc for mud guards, joint of stove pipe for muffler and small kitchen grindstone for cranking device. Both of these decorations were very realistic in appearance and caused considerable comment.

MORSE HARDWARE CO., LTD.

The salesman who allows his own feelings to prevent him from being courteous and patient with customers has much to learn. To be successful with others, any man must put self into the background.

When to Advertise

If you have a stock purchased at high cost and wish to realize on it—advertise.

If your purchases were made advantageously and you wish to develop new inquiries—advertise.

If you do not wish some one else to profit at your expense in your own field—advertise.

If you wish to profit where the other man leaves your special field—advertise.

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EFFECTIVE ADVERTISING

By R. E. Saberson.

"The question of successful advertising might be termed an odious one to almost every retail merchant in any state, for every retail dealer knows successful advertising is as essential to his business in selling his goods as the front door of his store is in allowing people to come into his store. It is not because the retail dealer has been unwilling to advertise, but because it has been absolutely impossible for him to do so. There are hundreds of retail dealers in Iowa to-day who have at some time read about advertising until they became thoroughly enthused with the subject. They determined to become advertisers from that time on. They contracted for liberal space in their newspaper. They spent hours of worry and lots of money in getting up what they thought was effective advertising copy, and after the paper was issued they were astounded to learn that notwithstanding their efforts the results were mediocre. The results were small, not because the retail dealer had not done his best, for he had. He had spent his appropriation because he felt that he would get something in return. Naturally, he was disappointed and after one or two ineffectual attempts he gave up the advertising end of his business as a bad deal. It took up lots of his time and cost him a great deal of money. When his advertising copy was sent to the trade papers, they one and all assured him that it was simply a waste of printer's ink. But, notwithstanding his position, the retailer is continually told by wholesalers and by trade papers that he must advertise. Take the advertising of the wholesaler, for instance. Do you find that they are what we could call successful advertisers? We do not find them such, except in a very few instances. They depend entirely, or almost entirely, upon salesmen to sell the goods which they have for sale. And yet, every wholesaler realizes that the retail dealer must advertise if the goods which he purchased of the wholesaler are to move as they should move in order to make his business a paying proposition. Too many retailers imagine that advertising sells goods. If you are prone to believe this fact, select the advertisement of some successful advertising man, run it in your local paper and you will get one reply where the other man probably received one hundred. Why is this? Because it has cost the other man thousands of dollars to build up his name, so that what he said on paper had some weight with the people who read his advertising. He had to create a large degree of confidence in the minds of the consumers before his advertising would pay him the dividends which he desired.

"There are too many retailers to-day who imagine that because they do not get results from their advertising is because advertising is a failure. At the same time these retailers do not stop to think a mail order house, situated several hundred miles from his locality, can sell goods at a higher price than the home man can get them.

COST TO MAIL ORDER HOUSES.

"It has cost the mail order houses thousands of dollars every year to create the confidence in the minds of the consumers that they were able to sell these goods at these prices and, while they were doing this, they were educating the consumer also to the belief that if the retail dealer did quote a price similar to theirs, it would only be possible when he was supplying them with an inferior piece of goods.

"Why do we hear all this agitation about mail order houses? Simply because mail order houses are doing business in a scientific manner. We see retail dealers every day who are harping continually upon the trash which the mail order houses are sending out to the consumers, and yet the retail dealer does not stop to realize that the same consumers are perfectly satisfied.

"Why is it that a consumer will send his money away from home for goods which he has never seen, and that he will continue to do this year in and year out? If we as retailers only stop to think that notwithstanding all this talk about quality that the mail order house business is increasing, we will then begin to realize that we cannot go out among the masses of consumers and tell them that they do not know what they are buying. We could not do this, I say, any more than a consumer can come into our store and advise us not to buy of a certain wholesaler because we are getting trash. We immediately tell the consumer that we know what we are buying a great deal better than he does. So that whenever we go to the consumer and assure him he is not capable of judging the quality of the merchandise he is purchasing from the mail order houses, we simply insult his intelligence and tell him he is lacking in gray matter. This serves only to cement the consumer to the catalogue houses.

"Illegitimate methods used for the purpose of eliminating mail order houses simply serve as excellent advertisement for the mail order houses themselves. Supposing that one retail dealer would use against his competitors some of the methods which have been used in the past few years against the mail order houses by retail dealers. What would be the result? It would simply advertise his competitor and bring him additional trade, because it has been demonstrated within the last few years that the people demand fair fighting, and if any man uses unfair means to eliminate competition, the roar of disapproval from the masses immediately shows him the error of his ways.

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"A man who is open and frank in all his statements, who will meet competition fair and square and will show the people he is just as able as any concern to furnish them with the goods which they need in their every-day lives, will get the business, no matter where he is located. Any other method will almost bring disastrous results, as has been proven in the past two or three years. The time has passed when one retail dealer can charge twice as much for a certain article as some one else is offering to sell it for. There was a time when mercantile establishments were few and far between and the people were compelled to purchase their goods of the nearest man. This many times leads the retail dealer to believe that he would be able to ask any price for the goods which he sold to them, but during the past ten years all these conditions have certainly changed.

MUST MEET COMPETITION.

"The retail dealer finds that if he is going to sell goods in his community, he must make the same prices to the consumer as any department store or catalogue house will. If he is unable to do this, it is very improper for him to reveal his displeasure by squealing, which is so often the case at this time in the retail world. When a retail merchant buys goods from a wholesaler he does not buy goods from a certain firm because this firm is located in his home state. The question of being in his state cuts little figure to him if some one in another state is able to supply him with the same goods at a lower price.

"The consumer figures his buying out on exactly the same basis. He is glad to purchase his goods where he can buy them the cheapest and he alone must be the judge of the quality of the goods which he purchases. If he gets 'stung' when he purchases his goods of a certain firm, he has the privilege of not buying any more goods from this firm, but if he does not get 'stung' and their business methods are satisfactory to him, there is no retailer in existence who has a right to go to this man and state to him that they should purchase goods in his store because he is a home man and because he is 'paying the preacher' and a few other such statements that you will hear in almost any town to-day. All these statements have little weight with the consumer. He has a perfect right to purchase his goods wherever he desires. The question of sentiment no longer exists in the consumer's mind when he desires to purchase goods.

"Then the question will come to mind as to why people will send away for goods which they can purchase for the same price at home. In ninety-nine cases out of a hundred you will find that the retailer is not taking the trouble to tell them that he has these goods in stock, and that the consumers have brought to their doors every day by other concerns literature which acquaints them with the fact that they have these goods at certain prices, so that naturally the man that advertises the lowest selling prices gets the business, because advertising is simply salesmanship on paper. If a retail dealer is selling an axe for $1 and persistently refuses to tell the consumers about this axe—about its quality, show them the picture and the prices, he cannot blame the consumer if some other firm is willing to do this and then gets the benefit of his selling efforts.

"The facts of the matter are that the retail dealers to-day in many towns are attempting to do business with their grandfather's brains. The new features which have been installed into the mercantile world have given excellent opportunities for concerns to get rich because they would adopt methods which the people demanded. If we are in business to sell goods the best thing for us to do is to adopt methods which are attractive to the consumer who desires to purchase goods. If the mail order houses are selling an article at a lower price than the retailer is and they are furnishing an inferior grade, it is up to the retail dealer to demonstrate this fact, but the mere assertion which he makes to the consumer will not convince the consumer. The best thing for the retail dealer to do would be to advertise the same article at the same price and then display the higher quality when the consumer was about to make the purchase. The mail order houses have been talking for a number of years and have been telling the consumers that the retailer was not in a position to compete, and by his keeping silent the retail dealer has caused the consumer to believe that the assertion the catalogue houses made was true. You will find merchants to-day who advance every argument under the sun as to why they should not compete with catalogue houses. If they should not compete, they cannot make a fuss because they do not get the business, because they will never get the business if they do not adopt up-to-date business methods.

"If the catalogue houses are making millions of dollars because they are supplying low-priced material the retailer cannot grumble because he is making nothing and selling high-grade material. He should offer his customers their choice of the two materials. It is not necessary for him to load up his store with trash, because he will not sell the trash, but he must demonstrate to his customers he is able to make them proper prices or he will never get the business.

TELLING IT TO THE CONSUMER.

"Now the question comes up as to how the retailer will be in a position so that they can tell the consumer effectively what they are doing without spending too much money in doing so. There is not a retail merchant in existence to-day who can do this as effectively as the large concerns do, because he does not have

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to reach as many people in his advertising as the large concerns do, and the initial cost of getting up the advertising is the same to the man who reaches 500 as it is to the man who reaches 500,000.

"The question of buying the cuts enters into the discussion. There is not a retailer in existence who can purchase the required number of cuts for such a campaign. There is not a retailer in existence either who has the time to sit down and prepare advertising copy when his attention is being taken up by other things in his every-day life. Therefore, I believe, as I said before, that it is not because the retailer has been unwilling, but because he has been unable to do this.

"I have in mind over 1,500 stores which have solved the problem and are selling the goods which the mail order houses previously sold in their community. These 1,500 stores have all the advertising that the largest concerns in the world have, all filed in a central office. A small retail dealer with a hundred customers can advertise as effectively as a department store with 10,000. He is able to do this more effectively, because he does not have to buy any cuts, nor to write any advertising matter, and his work is all done by machinery, which it is impossible for the largest mercantile firms to install.

"The matter of prices and competitive articles has all been eliminated and the retailers in these 1,500 towns do not have to spend one minute in getting up advertising copy. If they desire to advertise, they can select any article from their stock which they desire to advertise and without buying a cut or writing advertising copy, they can get up attractive advertising to the consumer, have it folded and addressed by machinery, or they can fill any space they desire in their local newspaper without purchasing cuts or having the printer spend any time in attempting to set up display advertisements. This has solved the problem for these retail dealers because they are advertising just as effectively and at a great deal less expense than their largest competitors. They have every facility for doing this without investing in the actual equipment for doing so.

"When you have reduced the expense to the retail merchant so that he can convince his customers at a less amount of money than the mail order houses can, when you have arranged and syndicated his advertising, so that he does not have to spend hours every week in getting up the copy, you are letting the large concerns create the demand for the goods which cost a tremendous amount of money and the retailer, having the advantage of being a home man and appearing just as large in the eyes of the consumers, he finds that meeting the competition of foreign concerns is an extremely easy matter when he has worked the proposition out in a scientific manner and on an inexpensive basis.

An Oregon Incubator "Auto" Display

The Wynne Hardware Co., Cottage Grove, Ore., recently had a good window display representing an automobile. The seats of the car were formed by taking two incubators, first removing the legs. The power chest or hood over radiator is also represented by an incubator. The lazy backs of the seats are made of poultry food and lice killer packages. Glass eggs were used as cushions. Shelf brackets formed the arm rests and these were also placed on bed of car as braces for the seats. The wheels were made of elbows connected, in the center of which flue stops were placed. A call bell was placed on the hood, while ordinary barn lanterns were employed as the auto lamps. The chauffeur was a big Teddy Bear. Complacently sitting on the rear seat is a setting hen, while a couple of chicks are perched on her back and cushion. Altogether it was a decided advertising scheme. The display was gotten up and put in place by C. C. Hazleton, of the concern.

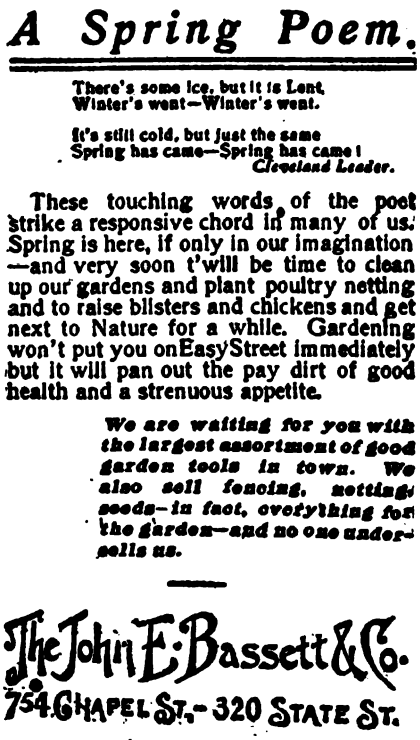


An Incubator "Auto" Display by Wynne Hardware Co., Cottage Grove, Ore.

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Some Newspaper Advertising

The John E. Bassett & Co., New Haven, Conn., steadily keep at their newspaper advertising. Notice the "next to nature" writing in the accompanying advertisement. If you were a possible customer, we believe you'd



be tempted to go around and look over some of their stock. If you did, that is all any advertiser could ask.

Small Ads. With Cuts Are Good

Small advertisements with appropriate cuts are strong as well as economical. They enable one to push to the front the strong qualities of the thing advertised. They can be changed frequently, and thus have an advantage over a long inventory price-list published all over a newspaper page, and called an advertisement. These inventory pages are rarely read, if at all, and hence, as a method of advertising, lack the merit of effectiveness.

Reasons for Not Advertising

A Hardwareman once said he did not care to advertise because others were advertising. We converted him by one question. We asked him if he was going to stop selling merchandise because his competitor was doing the same thing. Now, his direct competitor advertises, and so does he, but because both advertise it cannot be said the one is following the other, unless they make advertisements identical. Differences in advertising methods give individuality in the same manner as differences in window displays make them exclusive and individual. You may have the same class of goods, but not presented in the advertisement upon the plan of your neighbor. Give your advertisements originality and they will be read.

Selling Denatured Alcohol

The Commissioner of Internal Revenue has ruled that retail dealers in denatured alcohol are not required to keep a record of purchases or sales. It is necessary to secure a permit from a Collector of Internal Revenue, to sell denatured alcohol, but no fee is required, and once a permit is obtained, alcohol may be sold as freely as nails, screws, etc. Denatured alcohol is now put up in various size packages, including ¼, ½, 1, 2 and 4½ gallon cans. With the increasing number of alcohol appliances coming on the market and the increasing use of them by consumers, progressive Hardware merchants will not be slow to avail themselves of a new line which yields a comfortable margin.

A Hot One

The Customer—I want to get a gross of screws.

Hardware Dealer—What size, sir?

The Customer (absent-mindedly)—144, if you don't mind.

Want Manufacturers to Provide Space on Goods for Labels

We are just like lots of other Hardware merchants, and probably not so systematic. We use the same old way—just mark the boxes and other goods as they come in, and note who they were bought from, but we are looking for some one to make a good improvement, and we agree on everything that H. H. Steidl writes in this article, except the gummed label, which we think, and in fact we know, would not stick to the various boxes and goods, and would make lots of extra work and time for nothing, because if you lost the label from the goods and boxes you would be worse off than if you had marked the boxes without using the label, as then you would have to go back to the original invoice to find the cost.

However, I would make a suggestion for every manufacturer and jobber to provide a place for marking goods. In fact, we ought to make a demand, especially on such goods as steel goods, whips, tinware, and in fact on everything they label they could leave a space in one corner of label, something like the one outlined by Mr. Steidl. We would like to hear from others on this subject.

READER HARDWARE CO.
D. S. BETKA.

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Bulletin of New Dealers

(REQUESTS FOR CATALOGUES AND INFORMATION.)

Special reports have been received at the office of the HARDWARE DEALERS' MAGAZINE from the following new dealers (or change in style of firms) since last bulletin, stating the goods which they handle or expect to handle. These reports are sent to us direct from the dealers themselves, and are therefore reliable. They want the latest catalogues, special circulars or price-lists relating to the classes of goods they handle. The numbers indicate classes of goods handled.

1 Builders' Hardware
2 Machinists' Tools
3 Carpenters' Tools
4 Cutlery & Plated Ware
5 Tinware
6 Woodenware
7 Rope and Twine
8 Pumps
9 Agricultural Goods
10 Bicycles
11 House Furnishings
12 Guns and Ammunition
13 Building Papers
14 General Hardware
15 Electrical Supplies
16 Automobile Supplies
17 Factory Supplies
18 Stoves and Ranges
19 Furnaces
20 Saddlery Hardware
21 Vehicles
22 Lead and Iron Pipe
23 Tin Plate and Metals
24 Cabinet Hardware
25 Horse Shoes
26 Plasterers' Tools
27 Paints and Oils
28 Glass and Putty
29 Blacksmiths' Supplies
30 Fishing Tackle
31 Sporting Goods
32 Butchers' Tools
33 Hose
34 Weather Strip
35 Belting
36 Lawn Mowers
37 Lamps
38 Oil Stoves
39 Stationers' Hardware
40 Refrigerators
41 Shoe Nails, Soles, etc.
42 Wood Mantels, etc.
43 Plumbers' Supplies
44 Steam Fitters' Supplies
45 Yacht & Boat Hardware
46 Washing Machines
47 Incubators

Arkansas

Stephens: W. H. Brummett.
Retail (new store), 1, 3 to 7, 9, 10, 12, 14, 18, 20, 25, 28, 30, 37, 41.

Connecticut

Southport: C. O. Jeliff.
Retail (succeeded F. C. Jennings), 1, 3, 4, 6, 7, 9, 12, 13, 14, 27, 28, 30, 33, 34, 36, 40, 43.

Georgia

Clarksville: Asbury Hardware Co.
Retail (opened new store), 1 to 7, 9, 10, 12, 14, 18, 20, 21, 25 to 32, 35 to 38, 40, 41, 46.

Idaho

Orofino: Wellman & McRoberts.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 21 to 26, 28 to 33, 35, 37, 40, 41, 43, 44, 46, 47.

Illinois

Evanston: Charles E. Arnold.
Retail (succeeded William Daly & Co.), 1 to 7, 10 to 14, 18, 19, 22, 23, 26, 27, 30, 33, 34, 36, 37, 38, 40, 44, 46.

Indiana

Earl Park: E. Hackley.
Retail (formerly Hackley & Seward), 1, 3 to 7, 10, 12, 14, 18, 23, 31, 34, 36, 37, 38, 40, 46.

Evansville: E. M. Bush Hardware Co.
Wholesale and retail (consolidation of E. M. Bush Hardware Co. and Meyer Hardware Co.), 1 to 8, 10, 12, 14, 17, 24, 26, 27, 28, 30 to 34, 36, 38, 40, 46, 47.

Iowa

Colfax: C. L. Waldo.
Retail (succeeded H. E. Marquis).

Fonder: A. G. Bogge.
Retail (succeeded G. P. Selger, 1 to 8, 10, 11, 12, 14, 18, 19, 20, 22, 23, 26, 27, 28, 30, 31, 33 to 38, 40, 41, 43, 44, 46.

St. Olaf: Albert T. Clausen.
Retail (succeeded Otto O. Johnson), 5, 7, 8, 12, 14, 18, 22, 27, 28, 30, 31, 34, 36, 38, 41, 46.

Kansas

Clyde: N. A. Bryan.
Retail (succeeded F. W. Mattoon), 1 to 8, 12, 14, 18, 19, 22, 27, 28, 36, 38, 40, 43, 44, 46, 47.

Green: E. O. Hainey.
Retail (formerly Hainey & Wilcox), 1 to 7, 12, 14, 18, 27, 31, 36, 38, 46, 47.

Inman: Zellweger Hardware Co.
Retail (succeeded Kaut Bros. & Co.), 1 to 12, 14, 15, 18, 19, 21 to 24, 28, 30, 31, 33 to 36, 38, 41, 43, 44, 46.

Lebanon: Linton Hardware Co.
Retail (opened new store), 1, 3 to 12, 14, 16, 18, 20, 21, 22, 27, 30, 31, 33 to 39, 41, 46, 47.

Kentucky

Henderson: Lambert-Walker Hdwe. Co., Inc.
Wholesale and retail (formerly Worsham-Walker Hdwe. Co.), 1 to 9, 11 to 14, 17, 21, 22, 24 to 27, 29 to 36, 39, 41, 43, 44, 46, 47.

Somerset: Girdler Bros.-Elliott Co.
Retail (consolidation of Girdler Bros. and Elliott & Pettus), 1 to 10, 12 to 15, 18, 20, 22 to 29, 33, 35, 36, 38, 40, 41, 46.

Maine

Auburn: Crossley & Morrill.
Wholesale and retail (formerly Crossley & Curtis).

Maryland

Havre de Grace: Brown Implement Co.
Retail (succeeded C. C. Pusey & Co.), 1 to 10, 12 to 16, 18 to 25, 27 to 30, 33, 34, 36, 37, 38, 40, 41, 43 to 47.

Massachusetts

West Brookfield: Samuel Wass.
Retail (opened new store), 1, 5, 6, 8, 10, 13, 18, 19, 22, 23, 27, 28, 34, 37, 43, 44.

Michigan

Coldwater: Nettleton & Bassett.
Retail (formerly V. L. Nettleton & Co.), 1 to 5, 7, 10, 11, 12, 14, 16, 18, 19, 24, 26, 28, 30 to 34, 36, 38 to 41, 46.

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Walled Lake: Dickerson & Co.
Retail (succeeded Cahoon & Dickerson).

Minnesota

Brandon: Olson Hdwe. & Implt. Co.
Retail (formerly Olson Bros.), 1 to 9, 11, 12, 14, 18, 19, 21, 22, 23, 25 to 31, 34 to 38, 40, 41.

Mississippi

Magee: Donald Bros. Co.
Retail (opened new store), 1, 3 to 6, 9, 10, 12, 14, 18, 21, 30, 37, 41, 46.

Missouri

Eldon: Eldon Hdwe. & Lumber Co.
Retail (succeeded C. S. I. Isard), 1, 3 to 7, 9, 12, 13, 14, 18, 20, 21, 24 to 32, 36, 37, 38, 40, 42, 46.

Nebraska

Broken Bow: Groat & Van Antwerp.
Retail (formerly S. P. Groat & Co.), 1 to 7, 10, 12, 14, 18, 23 to 29, 33, 34, 36, 37, 38, 40, 41, 42, 46.
De Weese: J. F. Souchek.
Retail (new store), 1 to 7, 12, 13, 14, 18, 19, 20, 23, 26, 27, 28, 30, 31, 36, 38, 41, 46.
Dunning: R. R. Roberts.
Retail (opened new store), 1 to 7, 9, 12, 14, 18, 20, 21, 24 to 33, 36, 38, 41, 46, 47.
St. Paul: Ward Hardware Co.
Retail (formerly Ward & Peterson).
Schuyler: Frank Schrader.
Retail (succeeded Craig & Morris), 1, 3, 4, 5, 7, 12, 14, 18, 19, 20, 26, 27, 28, 30 to 33, 35 to 38, 40, 41, 46.
Verdigris: Sandoz & Barta.
Retail (formerly Schmidt & Sandoz), 1 to 9, 12, 14, 18, 21 to 28, 30, 32, 36, 37, 38, 41, 44, 46.

New Mexico

Duran: W. E. Jeffries.
Retail (opened new store), 1, 3 to 7, 10, 14, 18, 25, 36, 37, 41.
Roy: John W. Tyler.
Retail (opened new store), 1, 3 to 7, 9, 13, 14, 18, 20, 25, 27, 28, 37.

New York

Elmira: Chapman Hardware Co.
Retail (formerly Isaac R. Chapman), 1, 3 to 10, 12, 13, 14, 18, 19, 20, 23, 26, 27, 28, 33, 34, 36, 38 to 41, 46.
Fulton: Fulton Hardware Co.
Retail (bought out A. J. Snow), 1 to 10, 12, 13, 14, 17, 18, 19, 22 to 36, 38, 40, 41, 46.
Norwich: Anderson & Potter.
Retail (succeeded Choules & Duncan), 1 to 8, 10, 12 to 15, 18, 19, 22, 23, 26 to 30, 32 to 38, 40, 41, 43, 44, 46.

North Dakota

Moffitt: F. W. Hinsey.
Retail (opened new store), 1 to 8, 12, 14, 18, 27, 46.

Ohio

Marengo: Dunham & Shaw.
Retail (succeeded W. Pryor & Sons), 1, 4, 5, 7, 8, 9, 13, 14, 18 to 21, 25, 27, 28, 30, 36 to 39, 41, 46.

Oklahoma

Sapulpa: Edgerton & Hilles.
Retail (opened new store), 1 to 8, 11, 12, 14, 18, 21, 23, 25, 26, 29 to 33, 36, 37, 38, 40, 41, 46.

Pennsylvania

Brownsville: Wolfe & Paul.
Retail (succeeded George E. Fear), 1 to 9 11 to 14, 17, 18, 19, 21, 24 to 41, 46.
Coudersport: Barnes & Grabe.
Retail (bought out G. H. Doane), 1 to 10. 12, 13, 14, 18, 22, 25 to 29, 32, 33, 34, 36. 37, 40, 41, 46.

South Carolina

Spartanburg: Beacham Hardware Co.
Wholesale and retail (opened new store), 1 to 7, 10, 12, 13, 14, 18, 25, 27, 28, 29, 32. 36, 40, 46.

South Dakota

Rapid City: Duhamel-Ackerman Co.
Wholesale and retail (formerly Duhamel Bros. & Ackerman), 1 to 8, 10, 12, 14, 18, 19, 20, 22, 25 to 30, 32, 33, 34, 36, 37 38, 40, 41, 43, 46, 47.

Tennessee

Dyer: Holland & Reginald.
Retail (succeeded Smith & Son), 1 to 7, 9, 12, 14, 18, 20, 21, 22, 30, 34, 36, 37, 41, 43, 44, 46.
Harriman: G. T. Green.
Retail (formerly Smith-Green Hardware Co.), 1 to 9, 12, 13, 14, 18, 20, 25 to 34, 36, 38, 40, 41, 43, 44, 46.

Texas

Denton: S. W. Kanady.
Retail (opened new store), 1 to 7, 9, 12, 14, 18, 20, 21, 22, 25, 29 to 33, 36, 38, 40, 41, 46, 47.
Lockhart: Masur Hardware Co.
Retail (formerly Masur Bros.), 1 to 4, 7, 8, 9, 12, 14, 21, 22, 24, 25, 26, 29, 32, 33, 36, 41, 43, 44.

Vermont

Essex Junction: E. L. Keith.
Retail (succeeded W. S. Teachout), 1, 3 to 9, 11 to 14, 18, 19, 22, 26, 27, 28, 30, 31, 33, 34, 36, 37, 38, 40, 43, 44, 46.
Groton: Welch & Pillsbury.
Retail (formerly S. G. & C. H. Welch), 1, 4, 5, 6, 8, 12, 13, 14, 18, 19, 22, 23, 24, 26, 27, 28, 30 to 34, 36, 37, 38, 41, 43, 44, 46.

Virginia

Lebanon: Henritze-Hendricks Merc. Co., Inc.
Retail (succeeded Lebanon Hardware Co.),

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1 to 10, 12, 13, 14, 18, 20, 21, 22, 24 to 33, 36, 37, 38, 41, 43, 44, 46.

Newport News: Paul Hahn Co., Inc.
Retail (succeeded Gammel Hardware & Crockery Co.), 2, 3, 4, 7, 10, 14, 27, 28, 37.

Petersburg: Chas. Leonard Hardware Co., Inc.
Wholesale (formerly Charles Leonard), 1 to 10, 12 to 15, 18, 20, 24, 25, 26, 29 to 36, 41, 42, 43, 46.

Washington

Davenport: Denson & Phillips.
Retail (succeeded Lucas Bros.), 1 to 9, 12, 13, 14, 18, 19, 21, 22, 23, 25 to 29, 32 to 38, 40, 41, 44, 46, 47.

Improving the Show Window

A western Hardware store recently used this plan in encouraging its clerks to look after the window display without interfering with the store's regular business. Two cash prizes were offered for the two best window displays arranged by the employes each month; the windows were changed each week. The work was to be done either after the store closed at night or before it opened in the morning.

Treatment of Customers

To the Editor:

When customers enter our store we always endeavor to greet them as we would a visitor. If they chance to be a regular customer they are entertained as a friend, and usually asked what they would like. Should they not care to make a purchase, and we have been getting in anything new, their attention is called to it in some way, providing we are not too busy. But in case strangers come in, we proceed at once to make them feel at home, and strive to interest them by asking them to look about the store at their own will, and see to it that their wants are supplied. In case they are merely shopping, we have our clerk show them such goods as we think would interest them. In this way we have learned that it quite frequently leads to a purchase and almost always wins a new customer. Our experience has taught us that courtesy and attention is one of our best advertisements. SHEPHARD HARDWARE CO.



INTERIOR VIEW OF STORE, KINZEL BROS., WISNER, NEB.

Wisconsin

Wild Rose: R. K. Jones.
Retail (formerly D. O. Jones & Co.), 1 to 8, 12, 13, 14, 18, 19, 22, 23, 25 to 34, 36, 38, 40, 41, 46.

Canada

North Vancouver, B. C.: North Vancouver Hardware Co., Ltd.
Retail (opened new store), 1 to 7, 10, 12 to 15, 18, 19, 22, 25 to 34, 36, 37, 41, 42, 43, 45, 46.

Victoria, B. C.: Victoria Hardware Co.
Wholesale and retail (succeeded Alfred Dixon), 1 to 8, 10, 13, 14, 18, 19, 20, 22 to 25, 27, 29, 32, 33, 34, 36 to 42, 46, 47.

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Do You Know the Makers of These Goods?

If so, kindly drop a line to the HARDWARE DEALERS' MAGAZINE, New York, and the courtesy will be reciprocated when opportunity offers.

No. 292. Beaten Biscuit Rollers.

No. 293. Vacuum Machines for carpets, rugs or furniture; something portable for clubs, etc.

No. 294. "Echols'" Patent Pipe Tap.

No. 295. "Hudson" Padlock.

No. 296. "O. K." Rim Wagon Wrench.

No. 297. Ball Bearing Slide for desk drawer.

No. 298. "Morin" Door Gauge.

No. 299. "Perfection Bull Dog" Door Catch.

No. 300. Woodworking Lathes for manual training use, equipped with electric motors; also saws for the same purpose.

No. 301. Friction Catches which go on the bottom or side of a small cupboard door; has a ball in the bottom with a spring behind it.

No. 302. Marmalade Cutter for household use.

No. 303. Address of Swan, McGuinness Milking Machine Co.

No. 304. Makers of Coppersmith tools.

No. 305. Address of Peck's Collection Agency.

No. 306. Narrow metal bands to use around brushes.

No. 307. "Boss" Pig Rings.

No. 308. Safety Door Fastener.

No. 309. Clay Chimney Tops, made in Ohio.

No. 310. Electrically operated revolving device for show window for displaying cutlery.

Every time a button drops off it puts more responsibility upon the others. And advertisements are the buttons that hold up a man's business.



UNCLE SAM—GOSH! THE BEAUTY ABOUT THIS FIND IS THAT IT IS NO APRIL FOOL JOKE.

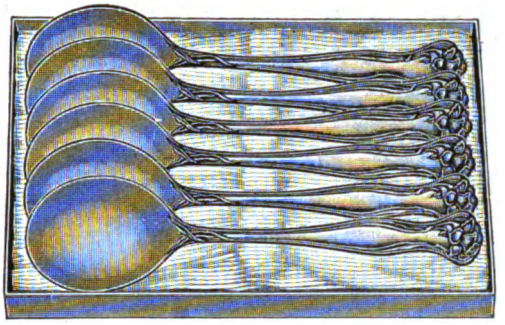
Which? Duck or Hen?

A duck having laid a dozen eggs this season complained that while her working record was better than the hen's, the latter had books and poems written to her honor while no one ever heard a single word of praise for the duck. A wise old rooster near by said: "You lay an egg then waddle off without saying a word about it, while that sister of mine never lays one without everybody knowing it. If you want to cut any ice in your town you must advertise."



SOME GOOD NEWSPAPER ADVERTISING FROM PHILADELPHIA.

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MYSTIC
Soup Spoons

STAR (★) BRAND

silver plated knives, forks and spoons for over half a century have been known to the trade as of the highest grade produced. Every piece bearing the stamp

★ ROGERS & BRO. A=1

has over fifty years of experience back of it.

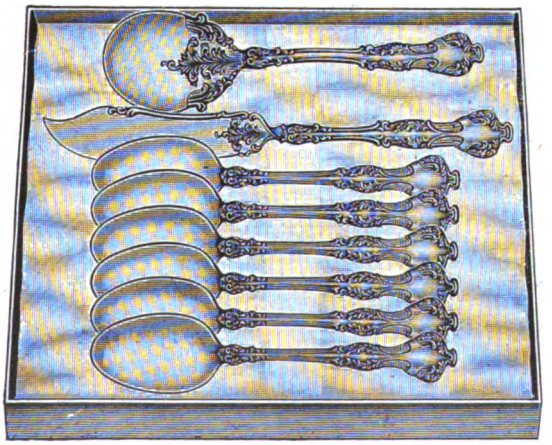
Send for catalogue.

We are always ready to aid the dealer in his advertising, and supply cuts and printed matter without cost. Send for booklet, "Advertising Hints and Suggestions, etc."

ROGERS & BROTHER, WATERBURY, CONN.

International Silver Co., Successor

New York Warerooms: 9-11-13 Maiden Lane



CREST

Tea Spoons
Butter Knife
and Sugar Shell

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The SWAY *of the* SWING



THERE IS A PLEASURE in the innocent joys of childhood—a happy delight, which attests to the sway of the

OLD APPLE TREE SWING

Strong, convenient and cheap, made from powerful chain, galvanized to prevent rust, it has swung into favor wherever shown. ¶ Get the Children a Swing that is safe. Furnished complete with Seat and Screw-eyes and Handles of rubber hose. Any boy can put it up. Adjusted by simply moving the hook from link to link. ¶ Purses open easily where the pleasure of the little ones is concerned. Why not sway to the popular demand? Stock the line to-day. Push it. **Display it and swing big profits your way.**

ONE OF THE JOYS OF SUMMER TIME FOR CHILD AND ADULT

Write us for dealer's price

ONEIDA COMMUNITY, Ltd.

ONEIDA, N. Y.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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EUREKA

ROLLER BEARING ELEVATING WALL CLOTHES DRIER



Guaranteed to be as represented.

Folding Tables
Bath Tub Seats
Coat Hangers
and
Dust Pans

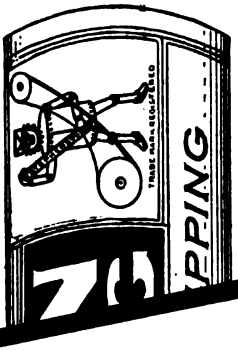
Send for Catalog.

Manufactured by

ECLIPSE MANUFACTURING CO.

North Girard, Pa.
U. S. A.

(Lowered Ready for Loading.)





In PEACE as in WAR

Substitutes are none too popular — especially with men who know.

STEPHENSON
BAR BELT DRESSING

was first in the field.

Its crusade against tight belts has been victorious all along the line.

Every day volunteer recruits join its vast army to carry this "Trade Mark" Banner with the countersign "take no substitute" to your clerks entrenched behind the counter.

These attacks may not have been reported to you, but now that there is a temporary lull in hostilities and the smoke of battle is lifted so that you may inspect the field, we hope you will see that "Discretion (self interest) is the better part of valor"—and Capitulate.

You will find our "terms of surrender" most liberal.



Stephenson Mfg. Co.
E. A. KELLOGG, Vice Pres.
Albany, N. Y.

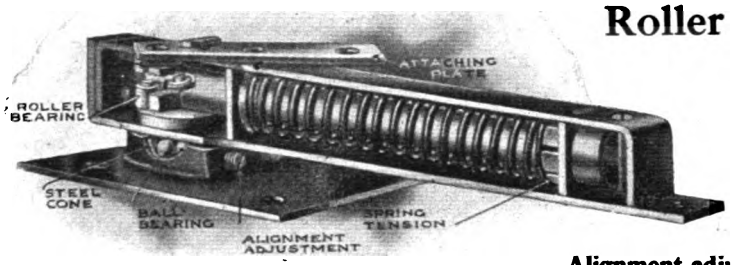


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THE VERY LATEST

Prouty Double Acting Floor Hinge

Ball Bearing and Roller Bearing



All Wearing Parts Hardened Steel

Alignment adjustment operated from one side of door only

Finishing plates cover entire hinge
Will hold back at 95 degrees.
No mortising door in any part—just notched out

Ask us for further information—IT WILL SELL

T. C. PROUTY CO., Ltd. - Albion, Mich.

SCREW CALKS

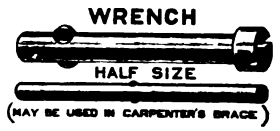












NORTH & PFEIFFER CO., New Britain, Conn

1908 — WHOLESALE HARDWARE DIRECTORY — 1908

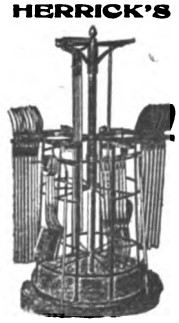
FOURTEENTH ANNUAL EDITION

The Information given in this Directory consists of a brief description of the Wholesale Hardware Houses of the United States and Canada; giving the Date Established; Capital Stock, if Incorporated; Territory Covered; Lines of Goods Handled, etc.

PRICE, $1.00, POSTPAID

DANIEL T. MALLETT - - 253 BROADWAY, NEW YORK

HERRICK'S



TOOL RACK

Are Now

Seen to be one of the essentials to be considered, in all well equipped hardware and implement stores. (Especial features) easy to get at, attractive display, increased sales. The best jobbers handle them. Our Catalogue gives all information and it's free.

F. A. HERRICK CO.
Jackson, Michigan

Ask for the STERLING

A STEEL TUBULAR FOLDING FRAME



Ball-Bearing Crated

The Best Mounted Grindstone Made

The Cleveland Stone Co.
Cleveland Chicago
New York Boston

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Manning, Bowman & Co.

MERIDEN, CONN.

NEW YORK: 25 West Broadway. CHICAGO: 158 State Street.

"METEOR"

Circulating Coffee Percolators

CHAFING DISHES

(With Patent "Ivory" Enameled Food Pans)

BAKING DISHES

TEA AND COFFEE POTS

HOTEL WARE

DENATURED ALCOHOL GAS STOVES

ALWAYS Insures Delicious Coffee and SAVES ONE-THIRD

(Equally desirable for making Tea.)



Sectional View.

Made also in Urn style with Alcohol lamp for use on the table.



No. 558. Tumbler and Soap Holder.

"Eclipse" Bread Maker

SIMPLE IN CONSTRUCTION
PERFECT IN OPERATION
EASIEST TO CLEAN

BATHROOM FURNISHINGS

Copper and Pewter Prize Trophies, Etc.

Catalogue No. 53H, sent on request

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BICYCLES

400,000 Bicycles Sold in 1907

WHAT ABOUT 1908?

It's up to you

YOU CAN GET YOUR SHARE BY SELLING

ADLAKE AND CROWN





NONE BETTER

BICYCLES WITH GENUINE FAUBER ONE PIECE CRANKS ARE BETTER AND SELL BETTER

1908 CATALOGUE READY ALSO PRICES THAT WILL PLEASE YOU SAMPLES SUBMITTED

GREAT WESTERN MFG. CO., La Porte, Ind., U. S. A.

Sell Them

THE BEST OIL

It Pays



The best oil that's made (that's "3-in-1") is none too good for your customers. No other oil is good enough. Any-less-than best oil is liable to make trouble between you and your customers. Why take chances? Why not take the good, easy profit (50 and 100 per cent.), you would make selling "3-in-One?"

Suppose you just get a trial supply of "3-in-One" from your jobber and see what happens. Or, prove its value to yourself by writing today for a FREE sample bottle and the "3-in-One" Book.

Good for
LOCKS
CLOCKS
HINGES
FURNITURE
FIREARMS
FISHING TACKLE

Three in one Oil Co.
Manufacturers
42 Broadway, N. Y. City
10 and 25-cent sizes

SOLD BY ALL JOBBERS

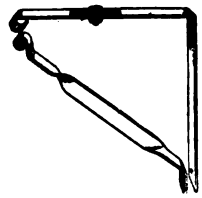
Mr. Merchant:

Do You Want a Catalog—

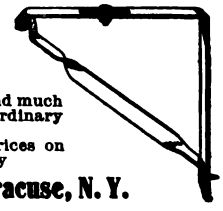
THAT quotes net wholesale prices?
THAT saves you money on every purchase?
THAT is issued a monthly?
THAT goes to Hardware Merchants only?
THAT helps you compete with the "Catalog" house?

WE ISSUE JUST SUCH A CATALOG.
It is yours for the asking. Mention H96.

THE ROOT BROS. CO.
PLYMOUTH, OHIO



Syracuse Steel Sink Bracket



Light in weight
Neat in appearance
Stronger than Cast Iron

This bracket is detachable and much more easily placed than the ordinary cast bracket.
Descriptive circulars and prices on application. Manufactured by

H. E. HESSLER CO., Syracuse, N. Y.

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APRIL

On this page we illustrate our Mascot for April, "Diamond Edge Shears," they are perfect tools.

TRADE NORVELL-SHAPLEIGH HARDWARE CO. DE DIAMOND EDGE. MARK

——1908——.

All our Salesmen are carrying samples of

Diamond Edge Shears

This Month.

If our salesman does not call—write us.

DIAMOND EDGE SHEARS

QUALITY

The cutting face is made of the FINEST QUALITY HIGH GRADE CARBON STEEL, welded to extra select malleable iron frames, which process gives a perfect adjustment, will hold its shape and cannot be easily broken. The cutting edge is HAND HONED insuring a perfectly smooth cut. The blades have a milled surface at the shoulder and are well fitted together—insuring a perfect ride or cut from shoulder to point. They are highly tempered, exceptionally well finished and beautifully etched.

HANDLES

Extra finely finished, symmetrically-shaped and medium weight.

FITTING

The blades are LOCKED TOGETHER with a patent nut and bolt—the SMALLEST and most COMPACT as well as the neatest attachment on any shear made. The NUT is DRIVEN or FORCED INTO THE BLADE, and has a countersunk base. The screw has tapered shoulder. In forcing the Screw into the countersunk base of the nut, the NUT and BOLT are LOCKED TOGETHER, forming a DOUBLE LOCK, NUT and BOLT, guaranteeing the blades from working loose.

PACKING

Each Shear is packed in an ANTI-RUST PAPER ENVELOPE, inserted in an INDIVIDUAL BOX—six individual boxes in a carton. All boxes beautifully labeled, making the most attractive retail feature ever brought out on a Shear.

WARRANT

All Diamond Edge Shears not satisfactory will be cheerfully replaced with New Ones



Cut Showing Method of Packing. Six Individual Boxes in a Carton.

Cut Showing Patent Double Lock Nut and Bolt which prevents "Diamond Edge" Shears from becoming loose.

Cut Showing Individual Retail Package.

Electrotypes and advertising matter furnished customers without charge.

NORVELL-SHAPLEIGH HARDWARE COMPANY

Established 1843 **ST. LOUIS**

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LOOK FOR THE NAME "SYRACUSE" ON YOUR NAIL SETS

It stands for the best that high grade material and long experience can produce. We set the Standard—others follow. If interested ask for prices.



SYRACUSE TWIST DRILL CO., 934 Grape St., SYRACUSE, N. Y.

This cut "shows" GILLETTE blade inserted —ready for use.

"Bestyet" Stropper



The "BESTYET" STROPPER is indeed the *best* yet. It enables you to strop BOTH EDGES of your blade WITHOUT taking it out of the frame (the old way) BOTH EDGES BEING EXPOSED (see cut above).

The "BESTYET" is constructed on SCIENTIFIC PRINCIPLES. The EVEN BALANCE, and the THICKNESS, assures a PERFECT bevel and an EVEN stroke, the result of which enables you to strop your blade to PERFECTION.

Those using the GILLETTE razor, also ALL other razors with SINGLE and DOUBLE EDGE blades, can, by using the "BESTYET" use the blades MANY times, thus reducing the cost of shaving to a MINIMUM, to say nothing of the COMFORT derived by giving your blade a few strokes on ANY KIND of a strop with the "BESTYET" STROPPER.

Retails for 50 cents each. For prices write to FOR SALE BY ALL FIRST CLASS JOBBERS.

JOHN G. BESTGEN & CO., Patentees and Manufacturers, 161 Summer St., Boston, Mass., U. S. A.

BUILDING PAPERS

A line of all grades suitable for the Hardware and Building Trades.

Write for Sample Book and Prices.

C. B. HEWITT & BROS., 48 Beekman Street, NEW YORK CITY

Headquarters for HARDWARE WRAPPING PAPERS and WOODWORKING GLUES.

Eastern Agents for CONGO NEVER-LEAK ROOFING Send for Samples and Price List.

The New England Enameling Co., Inc.

Factories, MIDDLETOWN and PORTLAND, CONN.



Ideal

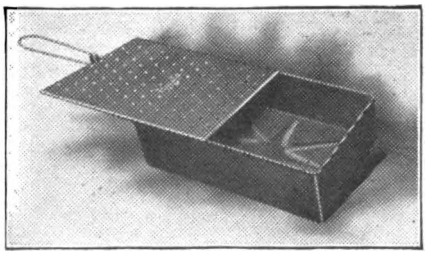
Before purchasing elsewhere get our prices on Enameled Ware and Galvanized Ware.

We are the only manufacturers not bound by any trade agreements, nor are we members of the Metal Ware Association. A trial order will convince you.

Full line of samples of our manufacture can be seen at No. 736 Broadway, New York. H. GINSBURG, Sales Agent.



Ideal



The Miami Corn Popper

(PATENTED)

POPS AND PARCHES CORN, ROASTS NUTS, PUFFS RICE

Used on any fire. The Grooved Bottom submerges the corn in the seasoning, agitates and prevents burning, produces quickly WITHOUT SMOKE, crisp, delicious popcorn.

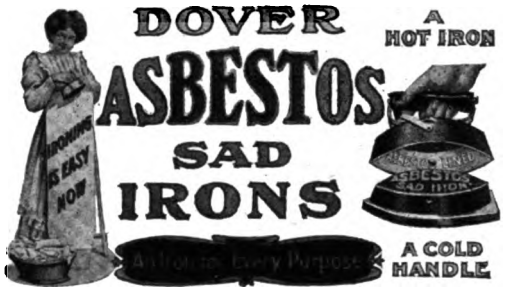
HEAVIEST, STRONGEST AND MOST DURABLE

Made Only by

The Middletown Manufacturing Co., Middletown, Ohio

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A Sign of Good Business



A Myercord Sign
(Reproduced in Miniature)

for the dealer and manufacturer is a

Meyercord Decalcomania WINDOW SIGN

Good for the manufacturers on account of its originality of designs, beautiful coloring and because it is transferred quickly on windows and doors of the stores **where their goods are sold.**

Good for the dealer because the high character of these signs impress the public with the importance of the product they advertise and the fact that **it is for sale right here now.** Probably no sign in the world means more to manufacturers and dealers *in actual dollars and cents* than

Meyercord Decalcomania Window Signs

Occupying the most valuable advertising space available (Windows and Doors) **Free.** These beautiful signs constantly familiarize the public with your product and create **direct sale.** *Send in the corner coupon to-day. We'll do the rest. The cost is hardly an item.*

The Meyercord Company

1107-1112 Chamber of Commerce

CHICAGO

American Manufacturers of

Guaranteed Decalcomania Transfers

Tear off this Coupon and send it to us to-day. We will submit an original sketch free

THE MEYERCORD COMPANY,
Chamber of Commerce, Chicago.

We manufacture

What would you suggest for window sign for us? We assume no obligation however by this inquiry

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YOUNGSTOWN, OHIO
RELIANCE
WARRANTED
Trade Mark Registered
In the U. S. Patent Office

"RELIANCE" TOOLS

MADE ESPECIALLY FOR FINE TRADE DESIRING THE BEST



"QUALITY PRODUCERS"

IT'S EASILY EXPLAINED why people buy RELIANCE tools from choice and show them with pride to their friends. It's all owing to the exceptional quality of the article—and the dealer in position to furnish the goods not only makes a nice profit on the transaction, but excites favorable comment concerning his stock and immediately becomes popular with the tools. Other sales are sure to follow, and so the business goes on increasing—strictly on a quality basis, which is the most profitable method among merchants.

What could be simpler than buying the best CHISELS, GOUGES and DRAWING KNIVES made? They're sure to sell.

BEST TOOL BUYERS REALIZE A GREAT ADVANTAGE IN HAVING A LINE SO VERY DISTINCTIVE.

THE RELIANCE EDGE TOOL CO.

Youngstown, Ohio



Here Is A New Way To Increase Your Profits

The No. 4 Ramsdell Inverted Gas Lamp opens up a new channel, through which profits flow freely into the pockets of every retai hardware dealer who sees and seizes the opportunity.

It is not necessary to draw diagrams to show WHY the No. 4 Ramsdell Lamp is the best medium priced lamp on the market, or WHY it is a money-maker for the hardware merchant.

This lamp gives 65 candles of light on a consumption of 2½ to 3 feet of gas per hour. For store, for office and for home illumination, it gives the largest amount of bright, white light, "downward where needed," and a MINIMUM COST.

List price, with globe, mantle and adaptor, $1.65

In the Ramsdell Line there is a lamp for every place and purpose—each the best for that place and purpose.

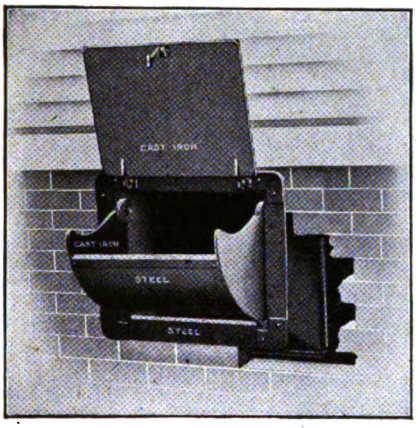
Have you our catalogue? It is free for the asking

Ramsdell Inverted Gas Lamp Co.

GEO. G. RAMSDELL, President 1123 BROADWAY, NEW YORK

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THE MAJESTIC
COAL OR WOOD
CHUTES



Are rapidly coming into general use, and being specified by leading architects. Are advertised in the leading periodicals. Ask your Jobber, or write us for prices.

MAJESTIC FURNACE AND FOUNDRY CO.
3 West Street Huntington, Ind.

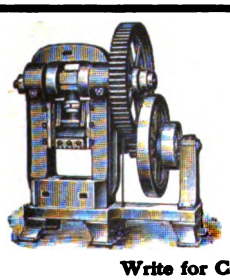
BALDWIN CHAINS AND SPROCKETS

SPROCKETS and DRIVE CHAINS

For Automobiles and Machinery

Write us for price

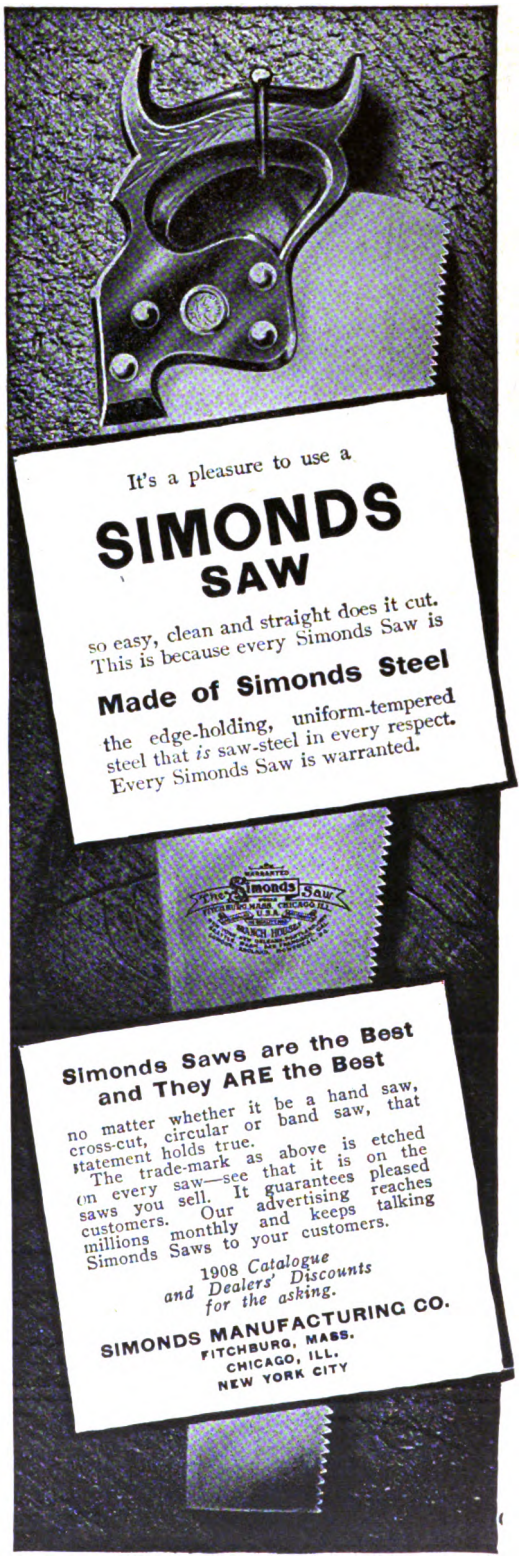
Baldwin Chain and Mfg. Co.
183 Chandler St., Worcester, Mass.
Agents:
H. V. GREENWOOD, 168 Lake St., Chicago, Ill.
H. B. SIMMONS, 1717 Broadway, New York, N. Y.



Power Presses
FOR
Sheet Metal Work

Write for Catalogue.

WATERBURY FARREL FOUNDRY AND MACHINE COMPANY
Waterbury, Conn., U. S. A.



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BURNS AIR!! Yes! Most Wonderful Invention

One Generator makes Gas for All Lights

Edison System Installed

SHIPPED ON TRIAL



Type 65 Fancy

ARGUMENT OR NO ARGUMENT

Unless you have an "EDISON GAS SYSTEM" you haven't good light. There is no lighting System in the World that has met with such wonderful success as the "EDISON GAS SYSTEM." When you buy get the BEST—Investigate—The more you do the more certain we are of your order. We absolutely guarantee "EDISON GAS SYSTEMS" to please you and to please each and every one of your valued customers.

Over 65,000 Edison Gas Lights in Daily Use

We Ship Samples to Any One on Approval. WRITE TODAY

We Absolutely Guarantee SATISFACTION

Consolidated Gas & E. Co.

116½ East Lake St. CHICAGO, ILL., U. S. A.

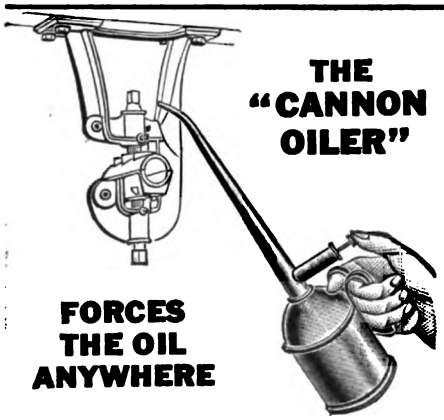
INVESTIGATE—The more you do the more certain we get your order. COME AND SEE US

HARTWELL BROS., Inc. CHICAGO HEIGHTS, ILL., U. S. A.

Manufacture a full line of HICKORY and OAK HANDLES. Also Genuine Hand-Made Split Second-Growth Handles.



ATTRACTIVE LABELS, enabling jobbers to handle exclusive brands. PROMPT SHIPMENTS.



THE "CANNON OILER"

FORCES THE OIL ANYWHERE

It's a Foroo Pump

That is why it never fails to work. The spout cannot clog as it is always full of oil. You press the plunger—That's all!

Needed by every user of farm implements, traction engines, gasoline engines, automobiles, and all kinds of machinery. That is what makes it a good thing to sell.

Made in 4 sizes.

Sold by Hardware Jobbers. Manufactured by

R. E. BLOOMER, Kelthsburg, Ill.

ZIM'S DUPLEX

WIRE STRETCHER

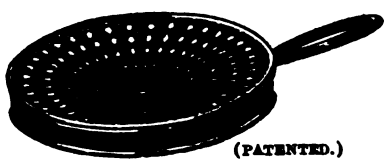
Patented Jan. 26th, 1904

Wire always under control. Stretches any required distance without releasing the wire. The *most perfect* tool of its kind ever invented.

Sells at sight on its merits.



BURGESS-NORTON MFG. CO., Geneva, Ill.



(PATENTED.)

SOMETHING DIFFERENT. SOMETHING NEW

The only REAL TOASTER for gas and gasoline stoves

Gas companies, Department Stores and Hardware dealers find it a HOT SELLER. Retails 25c.

Write to-day for our proposition.

APEX SPECIALTY CO. DETROIT, MICH.

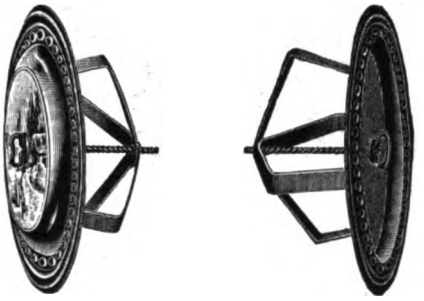
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"ANDREWS' SPECIALTIES"

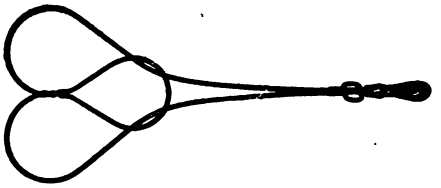
ARE

Patented, High Grade House Furnishing Necessities. Made to Please the Customer. Sell Easily and Pay Good Profits



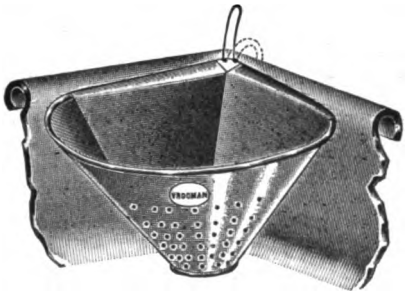
HIGGINS PERFECT FLUE STOP

"Grips like a Vise" in the Flue
Can't be Blown Out
Easy to Put In and Take Out



"ANDROCK" CARPET BEATER

"So Easy on the Wrist"
The Liveliest Beater Made
Lively in Use, and a Lively Seller



MRS. VROOMAN'S SINK STRAINER

Hangs in the Corner
Keeps the Sink Clean
Hands Never Touch the Garbage

Send for New Catalogue

Andrews Wire and Iron Works
ROCKFORD, ILL.

BUSINESS A PLEASURE



Illustration above shows our No. 200 Roll Top Model.

Such a condition is assured if you are using a right system in your business. Increased profits and thoroughly satisfied customers—all at a great saving of labor and worry.

The Huber Perfect System

means an ideal credit business.

No books to keep.
No bills to make out.
No trouble with collections.

Bear in mind the fact that we have thousands of enthusiastic users throughout the country, and many of them are engaged in the same line of business as you are. You take no chances in buying a HUBER.

Write to-day for particulars

HUBER ACCOUNT REGISTER COMPANY
Buffalo, New York



"Better Than Need Be" Goods

ICE PICKS—16 styles. Needle pointed, highly tempered, pick points are GROUND, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS of the HIGHEST GRADE, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES—with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

Catalog for the Asking

THE GILCHRIST COMPANY
NEWARK, N. J.

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COOLEY WEANERS

WEAN EVERY TIME



While eating.

Animals cannot suck or hurt other animals while wearing a ***COOLEY WEANER,*** but can eat and drink without trouble. Guaranteed not to make the animal's nose sore. Order from your jobber. Manufactured by

COOLEY MFG. CO. 103-107 So. Canal St., CHICAGO, ILL.

Also manufacturers of Coat, Pants, Suit and Hat Hangers, Carpet Beaters and other wire novelties.

OUR PRICES ARE RIGHT

We Do Not Sell to Mail Order Houses



While trying to suck.

SHELBY SEAMLESS STEEL TUBING

Greatest Strength-Least Weight

Saves using Solid Stock.

SEND SPECIFICATIONS - WE QUOTE PRICES.

SHELBY STEEL TUBE CO. General Sales Office PITTSBURG, PENN.

BRANCH OFFICES - NEW YORK - CHICAGO.

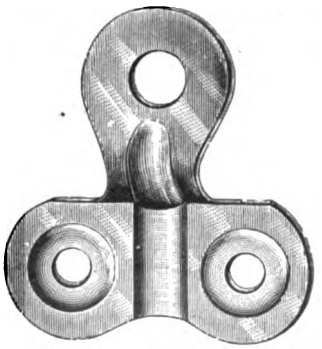
SCREEN SPRINGS AND LIFTS



Now is the time to Stock Up before Fly Time

SEND FOR SAMPLE CARD AND PRICES

THE WALLACE BARNES CO., Spring Makers, Bristol, Conn.



Berger's Wrought Star Ears

This is as fine an ear as can be made. Every piece is perfect, with fine finish, nicely tinned, same size and thickness as our malleable Star Ears. No. 30 corresponds to malleable No. 3, etc. Furnished in gross boxes or in bulk to suit the purchaser.

Samples Mailed Free Upon Request.

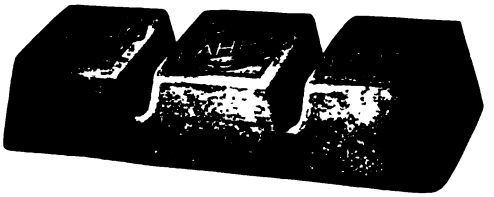
BERGER BROS. CO. - Manufacturers

OFFICE AND STORE, 237 Arch Street

WAREROOMS, 100-102-104 Broad Street

FACTORY, 3114-16-18-20 N. 17th Street

Philadelphia



Fahrig Anti-Friction Metal

THE BEST BABBIT METAL ON THE MARKET

It will pay dealers to handle this high class product. Nothing else like it. Write for literature and prices.

FAHRIG METAL CO., 316 Hudson Street, New York

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BIG PROFITS FOR YOU



500,000 ALREADY SOLD
in the U. S. and foreign countries

They go quick at the price **25c. Retail**

The simplest and most practical of any eye clip on the market.
Takes out the eyes quick as a wink.
Saves fruit and saves bother.

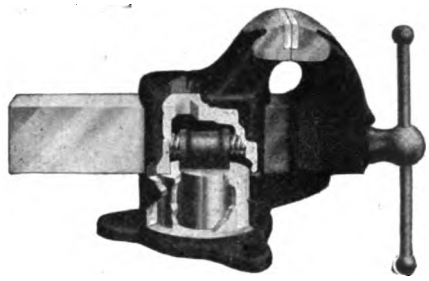


Made entirely of steel handsomely nickeled.

Every dozen mounted on an attractive Double Display Card.

Liberal Discounts to the Trade

Harvey Manufacturing Co.
549B Granite Bldg. - ROCHESTER, N. Y.



NOTE ITS SIMPLICITY

Automatic Swivel

Locks automatically by tightening the jaws

SAVES 20 PER CENT. VISE LABOR

Send for Catalogue

ROCK ISLAND TOOL CO.
ROCK ISLAND ROCK ISLAND ILLINOIS, U.S.A.

NEW YORK 136 LIBERTY ST.
CHICAGO 116 LAKE ST.
DENVER, 208 McPHEE BUILDING

Do You Handle Brass Fire Place Fixtures?

Yes!

¶ Then you have never had a better opportunity to purchase Andirons, Firesets and Fenders than now. ¶ If you have our catalogue, make up a list of your requirements for Spring or Fall, and we will enter your order now and give you the advantage of the present metal market. ¶ We will deliver when you say so.

THE ROSTAND MFG. CO. MILFORD, CONN.

Andirons, Fenders, Firesets, Candlesticks, Door Knockers and Hardware Specialties

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Satisfactory alike to Jobber, Retailer and Consumer. Liberal Protection and Honest Goods make a combination worthy of your notice.

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"Pearce" Spring Joint Rules

LOOK FOR TRADE MARK ON RULES AND BOXES "PEARCE"



BEST LOW PRICED RULE ON THE MARKET

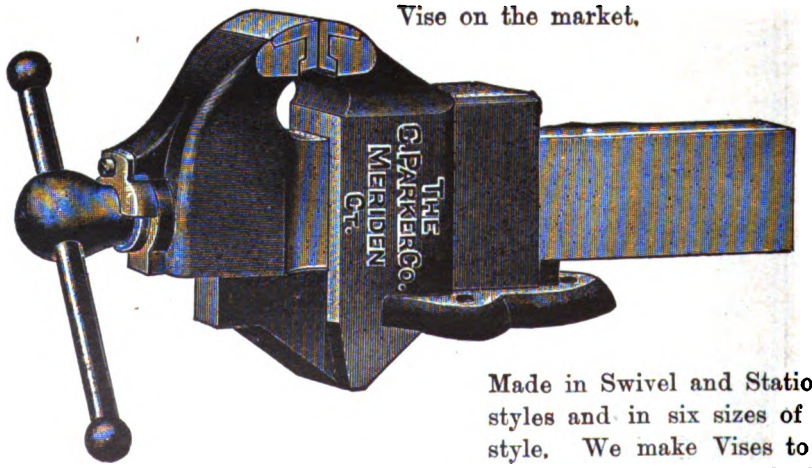
THE CHAPIN-STEPHENS CO. UNION FACTORY

RULES, LEVELS, PLANES, Etc., PINE MEADOW, CONN., U. S. A.

THE BEST AND LATEST IN VISES

The Parker Reinforced Slide

Solid Steel Bar running entire length of slide, making it the strongest Vise on the market.

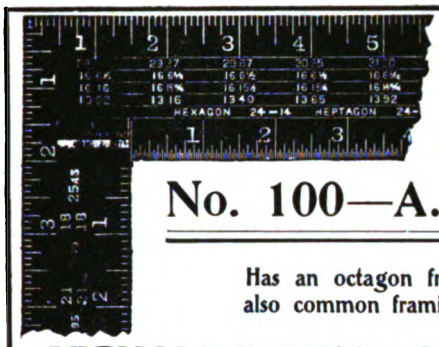


Made in Swivel and Stationary styles and in six sizes of each style. We make Vises to suit all trades and in all sizes, and when you buy a PARKER you get the Best.

THE CHARLES PARKER COMPANY

N. Y. Salesroom, 32 Warren St. Factories, Meriden, Conn.

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OUR NEW

No. 100—A. FRAMING SQUARE

Has an octagon framing rule on back of body of square; also common framing rule on face. For particulars address

NICHOLLS MFG. CO., - - - - Ottumwa, Iowa

A New Standard Eclipse Level

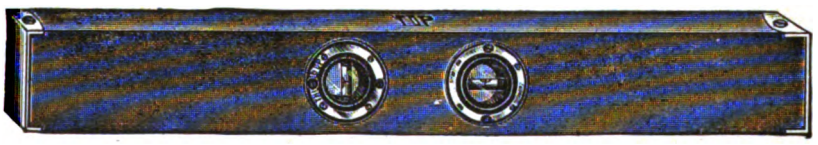


No. 31 SOLID CHERRY
No. 32 THREE-PLY CHERRY
No. 33 SOLID MAHOGANY

Two Level Glasses. One Plumb Glass
Side Glasses may be reversed at any time; all easily adjustable
All Glasses in plain view from either side
Glasses marked with two indelible lines
Brass trimmings on both sides

THE BAKER-McMILLEN COMPANY, Proprietors of
AKRON SPIRIT LEVEL WORKS, AKRON, OHIO

When you sell Levels —sell the Right Kind.



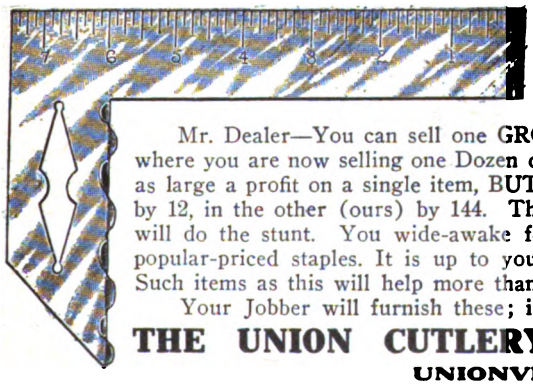
COOK'S PATENT LEVEL.

A Tool you can sell quickly, profitably and satisfactorily to Carpenters, Masons, Bricklayers, and all who use Levels or Plumbs, is the

DAVIS & COOK LEVEL

The different Level—with the bulb seen in all positions. Under or over—or 10 feet away. You know the trouble with the old style bulb-in-the-top Level—useless unless you stand over them. For sale by all leading jobbers. Catalogue on application. Made only by

DAVIS & COOK, - Watertown, N. Y., U. S. A.



Combination Try and Mitre Square

Mr. Dealer—You can sell one GROSS of this new patented Tool Specialty where you are now selling one Dozen of the old style featureless Try Square. Not as large a profit on a single item, BUT in one case you multiply your single profit by 12, in the other (ours) by 144. The goods on your shelves and a little Display will do the stunt. You wide-awake fellow, take notice! Your best profits are in popular-priced staples. It is up to you to make the year 1908 a profitable one. Such items as this will help more than you have any idea.

Your Jobber will furnish these; if not, we will.

THE UNION CUTLERY AND HARDWARE CO.
UNIONVILLE, CONN.

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(BEST IN THE WORLD)

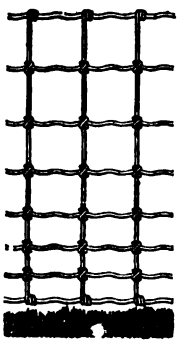


TUCK MFG. CO., Brockton, Mass.



THIS MARK
found only on Genuine ARMSTRONG GOODS. Avoid any imitation. The mark is imitated—the *quality* of the goods *never*.
Water, Gas and Steam Fitters' Tools, and Machines for Pipe Cutting and Threading.
Write for Complete Catalog.
THE ARMSTRONG MFG. CO.
291 Knowlton St. Bridgeport, Conn.

GENUINE BARNES
PIPE CUTTERS
Kerosene Furnaces
Bicycle Wrenches
Hand and Foot Power Sawing Machines
Brass Tubular Steering Wheels for Yachts
MANUFACTURED BY
The Barnes Tool Company
NEW HAVEN, CONN., U. S. A.



SQUARE DEAL FENCE
FIELD, RABBIT, POULTRY

This is admitted by experts to be the highest type of wire fence. The wires can't slip—see detail illustration of lock.

Our wavy line strand wire affords a springiness ten times more effective than that afforded by short crimps or corrugations—it enables Square Deal Fence to recover completely from sudden excessive strains which would permanently injure a less elastic fence.

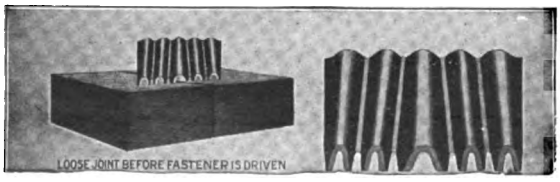
We also make **wire nails, staples, barbed wire and plain wire,** and make a specialty of shipping mixed carloads.

Let us mail you a sample lock for inspection, together with quotation on your requirements.

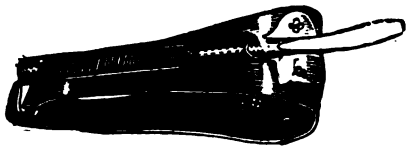
KEYSTONE STEEL & WIRE CO., . Peoria, Ill.


Square Deal Lock Front View


Square Deal Lock Sectional View Showing both strand and stay wire bent within the lock.



ACME SAW TOOTH
Corrugated Joint Fasteners, Either Parallel or Divergent Corrugation.
DRIVES EASILY—CUTS CLEAN
Put up in cartons of 1,000 each for shelf hardware trade.
SOLE MANUFACTURERS
ACME STEEL GOODS CO.
CHICAGO 28 Elm St., NEW YORK

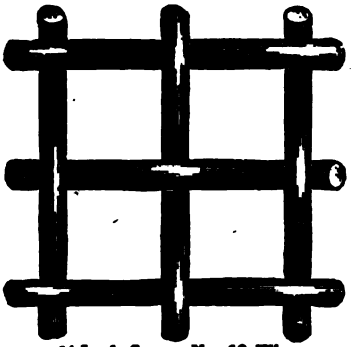

Only Adjustable Husking Pin on the Market

***The* "AKIN HUSKER"**

1.—It has a spring mounted point—a new and superior feature 2.—It holds the hand firmly together making it IMPOSSIBLE TO JAR HANDLE OR STRAIN WRIST and does not penetrate the ear when removing the husks. 3.—It removes more husks than other pins or hooks do. 4.—It slips over mitten or glove and it is impossible to blister the hands or fingers. 5.—It has been thoroughly tested by practical huskers and pronounced in every way satisfactory.

For Sale by all Jobbers.
SMITH & DAVIS, Sole Manufacturers, AMES, IA.

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½-Inch Space, No. 10 Wire

WIRE CLOTH

Artistic METAL WORK WIREWORK.

Largest Assortment. All Meshes. All Kinds. Steel, Galvanized and other materials. Write us—Get our No. 5-E Catalogue.

BUFFALO WIRE WORKS COMPANY
BUFFALO, N. Y.

The Old Reliable—Always Satisfactory

JERSEY

Poultry Netting
Farm and Lawn Fencing
Window Screen Wire Cloth
Coal Screens

All kinds of Wire Cloth—From all kinds of wire

THE NEW JERSEY WIRE CLOTH COMPANY
TRENTON, N. J.

GEM

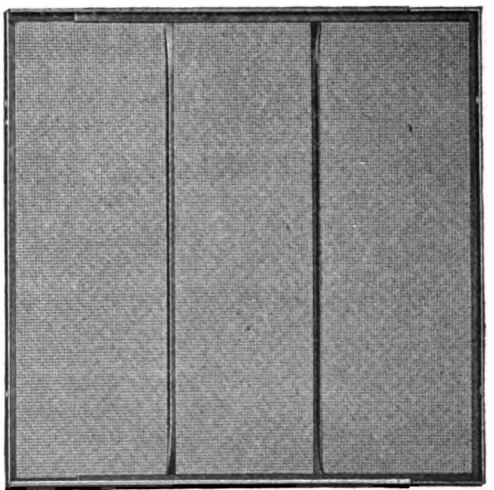


FLUE STOPS

Absolute Simplicity
Folding Wire Fastener
Sold by all Jobbers

Manufactured only by

J. L. Clark Manufacturing Co.
Rockford, Illinois



Patented July 11, 1905—Other patents pending

The Sherwood Screen

METAL FRAME—ADJUSTABLE
RUST PROOF
Used as a PERMANENT outside Screen or Under the Sash.
HIGH IN MERIT LOW IN PRICE
Write for Catalog

SHERWOOD METAL WORKING CO.
Syracuse, N. Y.

Main Office and Works
SYRACUSE, N. Y.

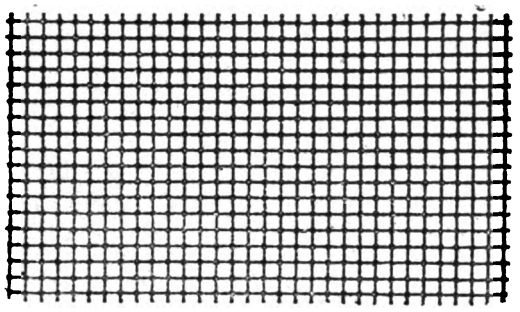
Chicago Office
706-7 MARQUETTE BLDG.

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WRIGHT WIRE COMPANY

WORCESTER, MASS.

Wire Cloth, Poultry Netting, Staples, Wire Picture Cord and Other Wire Goods *Wire Clothes Lines*



"Galvanized Hex Nettings and Wire Cloth"

WIRE CLOTH, *all kinds*
Fly Screen Cloth, Painted, Galvanized or Bronze.

SCREENS,
Coal, Ore or Sand.

RIDDLES,
Hardware, Foundry and Coal.

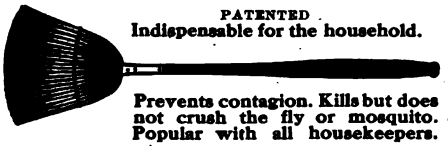
Quality right, Prices right. Write for them.

The Ludlow-Saylor Wire Co.
ST. LOUIS, MO., U. S. A.

THE BIGELOW WIRE FLY KILLER

PATENTED

Indispensable for the household.



Prevents contagion. Kills but does not crush the fly or mosquito. Popular with all housekeepers.

J. F. BIGELOW, Manufacturer
Worcester, Mass.

Sold by the hardware trade. Send for prices.

SANITARY WIRE SINK BRUSH
Will not rust.

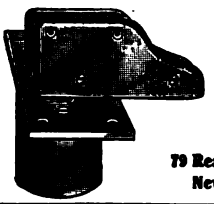


Non-absorbent. No disease germ can adhere to the brush



Display Holder

NEW YORK AGENTS:
WILSON BROS., 107 Chambers St., N. Y.



SUPERIOR

FLOOR SPRING HINGES AND DOOR HOLDERS

Best and Neatest Yet

Order from your Jobber. If he hasn't them, write us, but take no substitute

79 Reade Street, New York
SUPERIOR SPRING HINGE CO.
123 South Clinton St., Chicago, Ill.
322 E. Third St., Los Angeles, Cal.



Spring Steel Stock and Poultry Fence

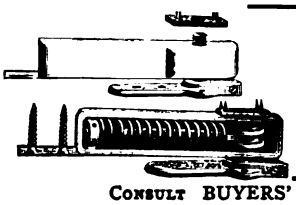


Made of High Carbon Spring Wire. Suitable for all purposes. Farm Gates and Fence Stretchers.
SPRING STEEL FENCE & WIRE CO., ANDERSON, IND.

KICKER'S

for double cleaning either wide or narrow guage. If you do much work you cannot afford to be without them. Increase your profits by using up to date tools. I have an interesting price to make any man that wants a set.

L. D. Berger
59 N 2nd St
Philada Pa.



25% More Value and Costs No More Than Others

Ten Reasons why "Champion" Double Acting Spring Hinges Sell

1st. Hold Open Feature, Positive. 2nd. Hardened Steel Bearings. 3rd. Ball Bearings at top of hinge post (out of the way from water and grit). 4th. Lateral Adjustment for lining up the door. 5th. Hinge and floor plate separable (easy for the carpenter to apply). 6th. Spring Pivot for the top of the door (easy and quick to set up or take down). 7th. Quietness in Action. 8th. Neatness in Design. 9th. Right Up-to-Date. 10th. Everybody wants them.

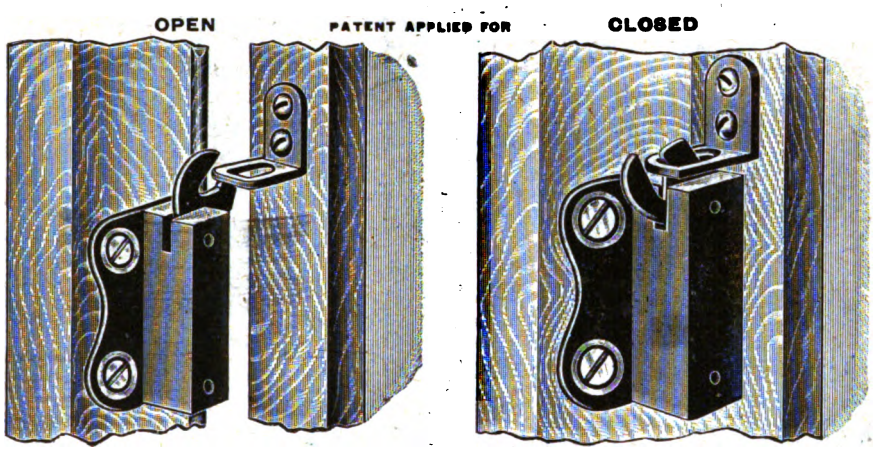
THE STANDARD MANUFACTURING CO., Shelby, Ohio, U. S. A.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Watrous Automatic Door Catch

Two-thirds Actual Size



For screen doors, storm doors, office gates, etc. Holds the door tight shut and prevents sagging open at the top or standing ajar. Neatest, cheapest and best acting door catch on the market. No templet needed. Anyone can put it on in two minutes. The lightest trip and the strongest hold. Mounted Model frame free with each first order of three dozen or more. If your jobber does not carry it write us and we will give you name of someone covering your territory who does.



Patent applied for

Japanned Steel Door Buttons

Half the weight of the cast, much stronger, and will not break. No higher in price and twice as good. Made in all sizes from 1⅛ to 2½ inches. Insist on having them. Carried by all leading jobbers. Write us for samples and name of nearest jobber.
Patent applied for.

THE E. L. WATROUS MFG. CO., Des Moines, Iowa



The up-to-date Hardware Dealers sell the Original

MATCHLESS

Floor Hinge, Jamb Hinges and Hardware Specialties

If you cannot procure of your jobbers, write us



LAWSON MFG. CO., 40 Dearborn St., Chicago, Ill.
NEW YORK OFFICE, 101 Reade St. **BOSTON OFFICE, 224 Franklin St.**
Ask for our new Catalogue No. 27

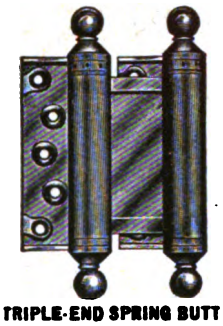
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CHICAGO SPRING BUTTS

TRADE CSB CO MARK

A PRODUCT OF RECOGNIZED SUPERIORITY

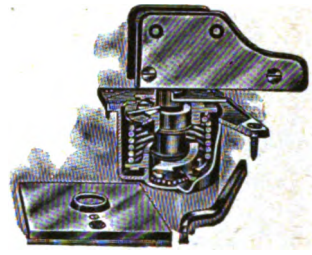
DURABILITY EFFICIENCY



TRIPLE-END SPRING BUTT



CHICAGO SPRING BUTT



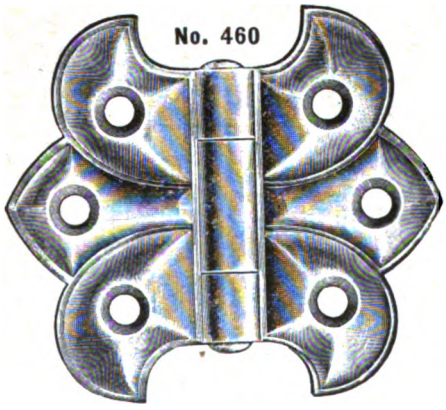
CHICAGO FLOOR HINGE

TRADE CSB CO MARK

Chicago Spring Butt Company

CHICAGO CATALOGUE ON REQUEST NEW YORK

TRADE CSB CO MARK



THE ORIGINAL

FLEUR DE LIS SURFACE HINGE

STRONG, MASSIVE AND PLEASING TO THE EYE

Beware of infringements. Don't get stung

THE GRIFFIN MFG. CO., ERIE, PA.

STANLEY'S STEEL CORRUGATED STRAP and T HINGES



LEADERS IN THEIR LINE

For Sale by All Jobbers

Send for "Autobiography of a Yankee Hinge." Mailed Free

THE STANLEY WORKS

79 Chambers St., New York — *NEW BRITAIN, CONN.*

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Bommer Screen Door Hinges

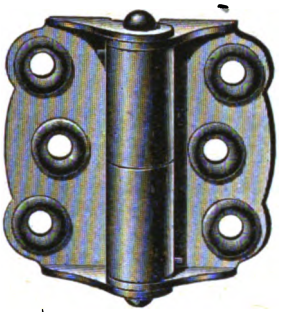
WROUGHT STEEL

The flies are coming, how are you fixed on screen door hinges? Do you stock the right sort? Bommer's No. 900 is a new departure in screen door hinges, and is by long odds the most attractive.

Style 900—Non-Holdback

Wrought Steel Japanned.

Has two bearing joints, no matter which end of hinge is uppermost, doubling its strength and durability. The best and handsomest screen door hinge ever produced.



No. 900

Bommer Spring Hinges are the Best

—

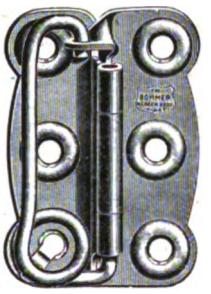
The Springs Never Go Lame

Style 999—Holdback

Wrought Steel Japanned.

Detachable From Door Without Unscrewing. Three parts only. No links or rivets.

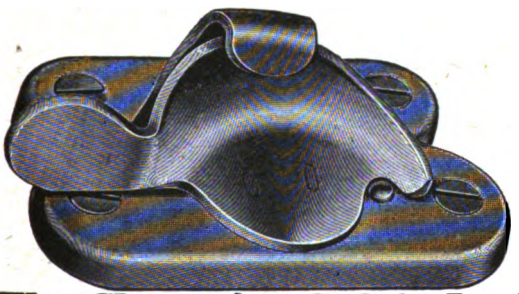
The spring and pintle is made of one single piece of oil tempered steel wire.



No. 999

Bommer Brothers, M'f'rs., 255 to 271 Classon Aveune, Brooklyn, N. Y.

MONITOR SASH LOCKS



NEVER BREAK

TRADE-MARK

Your customer wants them, and You sell them, because they are the best

"A man often pays dear for a small frugality"

The Champion Safety Lock Co. - Geneva, Ohio

Door Springs



DO NOT BUY UNTIL YOU KNOW ABOUT THE

"Wagner Jointed Spring"

WRITE FOR OUR COMPLETE CATALOG

WAGNER MFG. CO., Cedar Falls, Iowa



ICE TOOLS

ELEVATORS—CONVEYORS

SEND FOR CATALOG

Gifford-Wood Co.

HUDSON, N. Y.

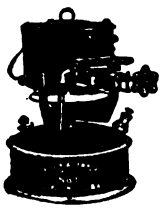
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The Greatest Heat at Lowest Cost

Is obtained by using Clayton & Lambert Fire Pots and Torches. All our burners are exceptionally powerful generators, consuming but half the gasolene others require. Easy adjustment, quick action, satisfactory work and a wide range of utility make a C. & L. Fire Pot or Torch a money-saving and money-making proposition to you. Every practical feature that over twenty years' successful experience as manufacturers can produce, finds its highest development in our line. Material, construction and lasting qualities leave nothing to be desired. Read our booklet. It's free.



No. 1 FIRE POT
$6.00 Net

Jobbers supply at factory price, or we will ship direct if cash accompanies the order.

Clayton & Lambert Mfg. Co., Detroit, Mich. U. S. A.

Wood Mantels

FOR EVERYBODY

But we sell them to

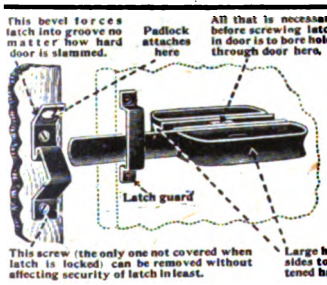
DEALERS ONLY

18 years experience in making the most complete and up-to-date mantels.

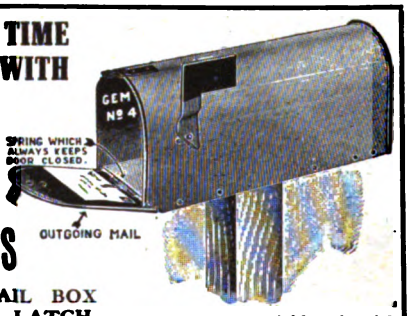
Write for free catalogue.

The IRONTON WOOD MANTEL CO.

IRONTON, OHIO



THIS IS THE TIME TO GET IN LINE WITH TWO OF THE VERY BEST SPRING SPECIALTIES

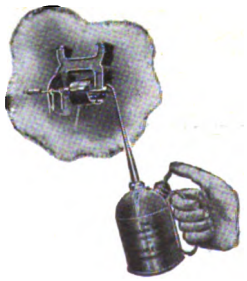


THE GEM NO. 4, with self-closing door. RURAL MAIL BOX and the JEWEL ALL-STEEL 25 CENT BARN DOOR LATCH.
A catalog of our fine line of Specialties free for the asking.

INSIST on your jobber furnishing these, or order direct

THE PECK-HAMRE MANUFACTURING CO., Berlin, Wis.

Howland Pump Oiler



Used the world over. Standard everywhere. Pumps the oil to the bearings at the first stroke and in just the quantity desired.

For sale by all jobbers in the U. S. and Canada

MAPLE CITY MFG. CO.

MONMOUTH, ILLINOIS



Patented.

Wooden shoulder saddle making it easy to attach pad

Steel Mortar and Brick Hods

Manufactured by

The Cleveland Wire Spring Co., Cleveland, O.

All of the Dust with Half the Work



LOOSE HEAD TAKES THE STRAIN

THE FLAIL DUST BEATER

Manufactured by

USEFUL ARTICLE CO., 420 Auburn Ave., Buffalo, N. Y.

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"BEATS THE GRINDSTONE"



No. 0.

OUR GRINDERS AND TOOL SHARPENERS

Guaranteed to give perfect satisfaction. Grinding wheels made of Alundum, the hardest, sharpest and most desirable abrasive material known.

No. 0 designed for household use, and can be run by friction against the balance wheel of a sewing machine.

Machine fully nickeled. Send for our catalogue descriptive of machines that mechanics, farmers and the "handy man" will buy at a glance.

ROYAL MANUFACTURING CO.
203 E. Walnut St., Lancaster, Pa., U. S. A.

New York, 176 Fulton St., Herbert Porzer & Co., Mgrs.
Chicago, 113-115 Michigan St., E. G. Curtis & Son, Mgrs.

The World's Carpet Sweeper

THE FAMOUS

BISSELL'S

How ridiculous the foregoing headline would be if it were not true. Being true in the broadest sense it can be construed, it is only right that the trade should know the facts about a product they sell, and for which such strong claims are made. The title "The World's Carpet Sweeper" is justified by the fact that in every country of the globe, where carpets and rugs are used the Bissell sweeper is sold, and is the acknowledged leader. The Bissell sweeper is known practically as well in Australia and New Zealand as it is in the United States, as it commands a good sale in this far away territory and is advertised in the leading publications of these countries. The same methods of trade promotion that we are using here are with slight modification put into effect in foreign countries with highly satisfactory results.

Our special Easter Offer now in force has been greatly appreciated by the trade, and thousands of dealers will avail themselves of its benefits before the offer expires May 1st. Write for copy of it.

BISSELL CARPET SWEEPER CO.
GRAND RAPIDS, MICH.

(Largest and only Exclusive Carpet Sweeper Makers in the World)

Branches

New York London Paris Niagara Falls, Ont.

Hardware and Implement Dealers



BE READY

to meet the demand which we are creating for THE

Illinois Dairy Separator

¶ We have just awarded a contract to the *largest advertising agency in the world* for an advertising campaign. To start at once.

This will aggregate many thousand dollars. Bound to bring results to live dealers.

Supreme Among Dairy Separators

Among its Advantages are

Complete Separation
Ease of Operation
Improved Safety Clutch
Ease of Cleaning
Great Durability
Low Down Supply Can
Involute Turbine Disc

BACKED BY OUR GUARANTEE

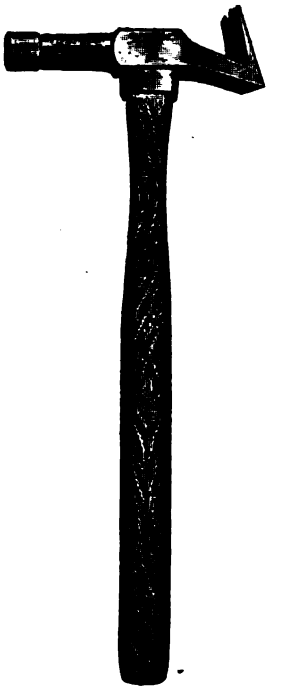
¶ Because it is made much heavier than any other machine of its kind, has simplest and most highly perfected speed mechanism and built to last from 18 to 30 years.

Write for Catalogue and Prices.

American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

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A GREAT HEAD



THE head of the Longden Magnetic Hammer is the most unique ever devised.

It is strongly magnetic and will drive a tack in the most inconvenient corner.

The position and shape of the claw brings its fulcrum close to the tack and in pulling the handle becomes a powerful lever.

It makes an excellent screw-driver or box-opener.

A postal brings our catalogue

ARCADE MFG. CO. FREEPORT ILLINOIS

It Pays to Sell

Columbian

Spring Jamb Hinges
Spring Floor Hinges
Coat and Hat Hooks
Wrot Steel Registers
Blacksmiths' Vises
Machinists' Vises
Joist Hangers

QUALITY AND PRICE RIGHT

The Columbian Hardware Company

Ask for 1908 Catalog CLEVELAND, O., U. S. A.

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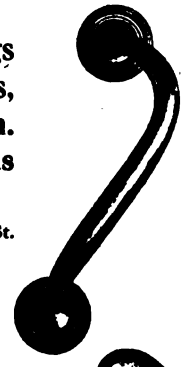
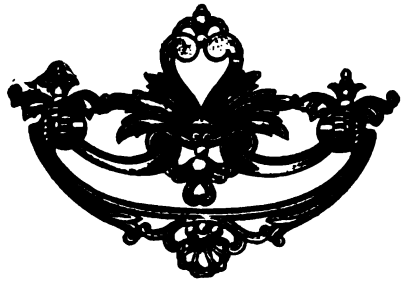
American Ring Co., Waterbury, Conn.

MANUFACTURERS OF

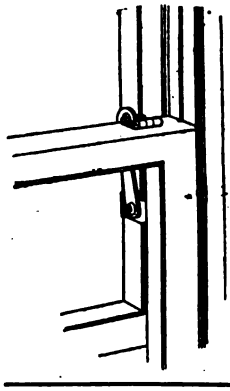
Cast and Wrought Brass Furniture Trimmings in great variety. Bath Room Accessories, attractive in design and strong in construction. Upholstery Trimmings :: Upholstery Nails

BRANCH OFFICES

New York: 1 Hudson St. Chicago: 506 Heyworth Bldg.
Boston: 170 Summer St. San Francisco: 268 Market St.





YOUR ATTENTION,

Just One Minute, Mr. Dealer

JUST GLANCE AT OUR

Holland Ventilating Window Lock

Perfect Ventilation with Absolute Security

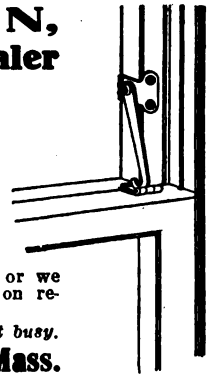
It locks the window open : It locks the window closed

IT LOCKS ITSELF

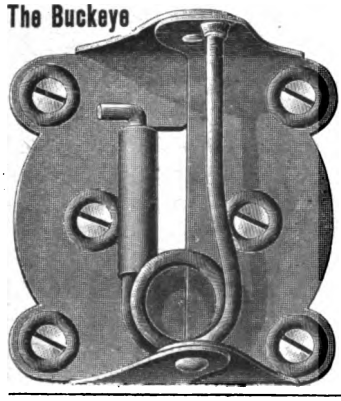
Made entirely of hardened steel in five finishes to match builders hardware. Sample free to any dealer who asks for same on his business stationery, or we will send ½ gross, as trial order, express prepaid, on receipt of price, $8.00.

Ask your Jobber for It. *Don't forget; but get busy.*

Holland Mfg. Co., 18 Park St., Florence, Mass.



The Buckeye



Mr. Hardware Dealer

You should sell the Shelby Screen Door Hinges, because they are superior to all others, and more money in them for you.

Write for prices.

THE SHELBY SPRING HINGE CO.

Shelby, Ohio

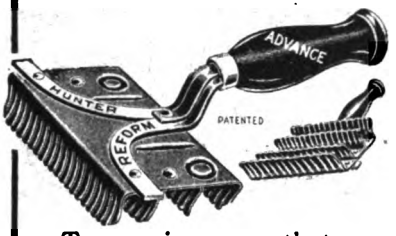


The largest and best manufacturers of Rubber Wheels and Casters in the world.

Write for Truck Catalogue

The Geo. P. Clark Co.
Windsor Locks, Conn.

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Are You Alive

to the fact that goods of QUALITY are easy to sell?

To convince you that our CURRY COMBS are QUALITY goods, and to INTRODUCE them to every DEALER in the United States, we will ship you

SEVEN DOZEN ASSORTED CURRY COMBS

The retail value of this lot is **$14.40.** We will make you a special introductory offer of half price, **$7.20,** delivered your city. Cash with order.

Order Now, Before You Forget It. **Remember, We Pay the Freight.**

The patterns contained in this assortment consist of six standard styles of Combs, and are selected by us because of the fact that these six numbers comprised over half of our sales last year from seventy-nine patterns sold.

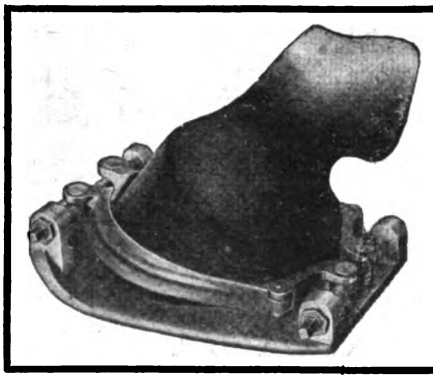
Ask your jobber for the

ADVANCE "PERFECT" CURRY COMBS

They will supply your future needs

Advance Manufacturing Co., Racine Junction, Wis.

BOX "A"



STEEL vs. LEATHER

Lawn boots of the past have been made from leather, from aluminum, and from other materials, all of which have been found wanting. The Philips Lawn Boot of steel is lighter than aluminum, saves the green, does not wear out and can be adjusted to any horse's hoof, shod or unshod, is not affected by the dew or rain, always ready to use. It is an ideal shoe to meet all conditions.

Satisfaction guaranteed. Write for prices.

THE GREGG MFG. CO.

2220 ASHLAND RD., S. E. CLEVELAND, OHIO

THE "PONY"

Is the very best Hand Machine that money can buy, for setting Tubular or Bifurcated Rivets.

IT'S GUARANTEED

SOLD BY JOBBERS EVERYWHERE

Made by

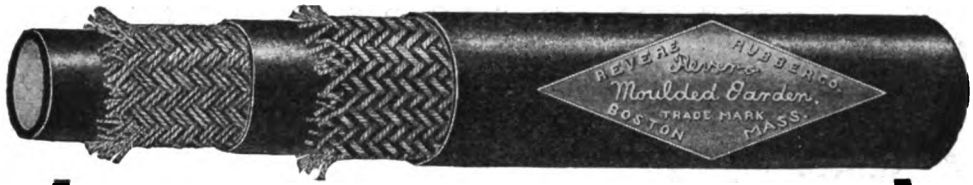
F. H. SMITH MFG. CO., Chicago, U. S. A.



"THE PONY"

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"REVERO" THE Reel Goods



A GARDEN HOSE PRACTICALLY INDESTRUCTIBLE

Light Strong Very Flexible

FREE OF ANY TENDENCY TO KINK OR SEPARATE

"REVERO" Hose is seamless throughout.
The construction consists of a special double braiding of tightly twisted cotton yarn.
The cover is composed of tough flexible rubber to withstand wear and abuse.
The complete hose is vulcanized in our patented rigid mould under a high internal pressure, which forces the rubber and fabric together in a compact inseparable body.

The Dealer will appreciate the fact that "REVERO" is made in continuous lengths up to 500 feet, thus avoiding remnants.
Made in ¼ inch, ⅝ inch and ¾ inch sizes.
Dealers in Garden Hose will find it to their advantage to write us for samples and prices.

REVERE RUBBER COMPANY
BOSTON, MASS.

Branches

NEW YORK PHILADELPHIA PITTSBURG CHICAGO
NEW ORLEANS MINNEAPOLIS SAN FRANCISCO PORTLAND, ORE.

IT IS THE "MIST-LIKE SPRAY" THAT MAKES THE

FOUNTAIN SPRINKLER

THE BEST SELLER ON THE MARKET

This beautiful mist effect is not produced by any other sprinkler made Retail price, $1.00. Send for sample post paid at wholesale price and let us show you what it is like.

The FOUNTAIN is the Sprinkler that makes the observer ask his neighbor where he can get one like it.



The Standard Stamping Co.
MARYSVILLE, OHIO

Have you one of the handsome display easels? They help sell the Fountain.

Ask us how to get one FREE



Under a high pressure the Rain-bow will cover an area of 35 to 40 ft. diameter. Does not flood the lawn, or wash the earth from roots of the grass like all sprinklers that throw a large volume of water.

The "Rain-Bow" is also made with SLED.

An Article of Great Merit

"RAIN-BOW" Lawn Sprinkler

No ball bearings; nothing to wear or rust out; works well under high or low pressure; covers the largest area with the least water.

The Turner & Seymour Mfg. Co.

Torrington, Conn.

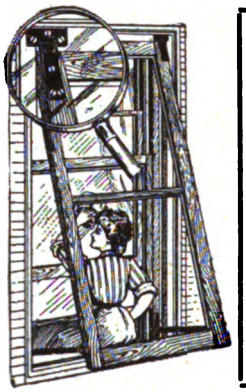
GENUINE PHILADELPHIA LAWN MOWERS FOR 1908

The Philadelphia Lawn Mower Co.

3101 to 3107 Chestnut Street

PHILADELPHIA, PA., U. S. A.

Before ordering send for Catalog and Prices.



PHENIX HANGERS AND FASTENERS

Solve the Problem

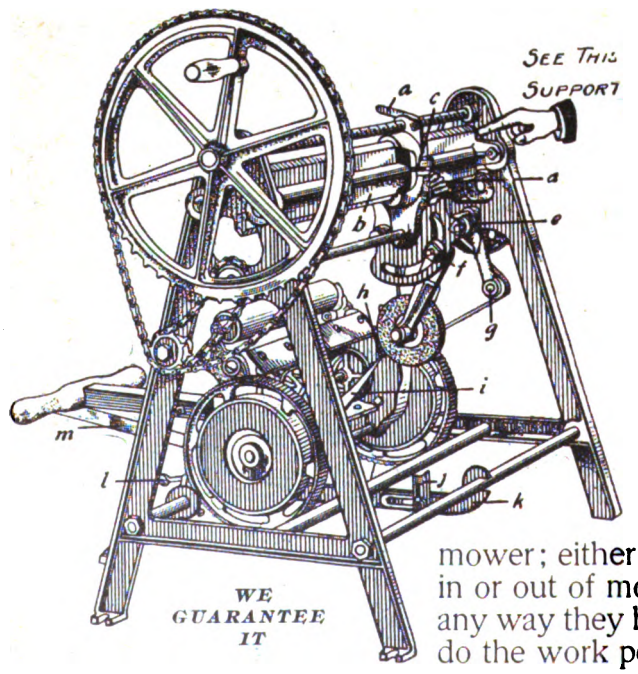
How to Hang and Fasten Window Screens and Storm Windows.

Easily hung or removed from inside. Clean Windows, Ideal Ventilation. No flies, solid comfort. Retail at 10c., 15c., 20c. and 30c. per set with screws. For catalogue and trade discounts address

Phenix Mfg. Co.

624 Center Street

Milwaukee, Wis.



NEW MODEL Peoria Lawn Mower Grinder

Note the heavy cast support milled on both edges. Absolutely true and parallel. Carries the head as true as the ways of a lathe.

No cold rolled shafting to spring or be out of alignment.

Will grind any reel mower; either right or left hand, reel in or out of mower, handle on or off, any way they happen to come in, and do the work perfectly.

Be sure and ask your Jobber first. If he can't supply you, write us.

PEORIA LAWN MOWER GRINDER CO.

521 South Washington St., PEORIA, ILL.

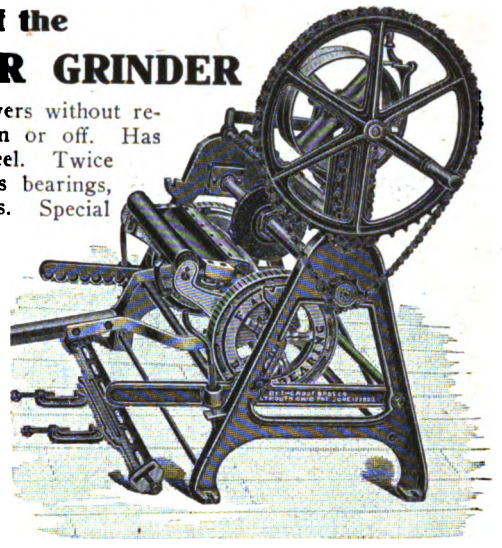
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The 1908 Model of the

IDEAL LAWN MOWER GRINDER

Will grind either right or left-h and mowers without removing ratchets or wheels, with handle on or off. Has 6-inch genuine carborundum grinding wheel. Twice as easy running as any other. Has brass bearings, automatic stop feed, and no slipping belts. Special shafts used, and tested perfectly true. We are the originators of Lawn Mower Grinders, and five years' experience has shown us how to make them perfect. Others imitate as near as they dare.

Send for circular describing our *new* method of grinding lawn mowers. Satisfaction guaranteed.



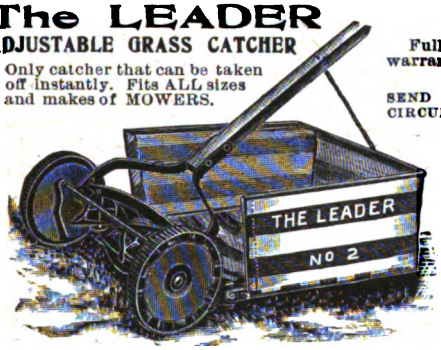
THE ROOT BROS. CO.,
PLYMOUTH, O.

The LEADER
ADJUSTABLE GRASS CATCHER

Only catcher that can be taken off instantly. Fits ALL sizes and makes of MOWERS.

Fully warranted

SEND FOR CIRCULAR



CARL HASSERIES Central and Woodlawn Avenue CLEVELAND, OHIO

WORCESTER
Lawn Mower Company
WORCESTER, MASS.

Quality Guaranteed



Selling Agents, J. C. McCARTY & CO.
12 Murray Street, New York, N. Y.

Apollo Lawn and Walk Sweeper

THE NEWEST THING OUT AND IT DOES THE WORK

A QUICK SELLER
A GOOD PROFIT MAKER

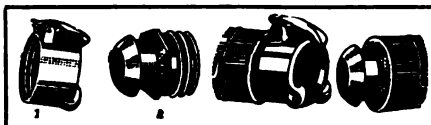
Attractive Serviceable
Practical
Satisfaction Guaranteed



For Lawns Walks Paved Driveways and large Floor Space

THE GREENE MFG. CO.
SPRINGFIELD, OHIO

Write for catalog and prices



"Snap" Hose Coupling Improved

Will delight your trade and pay you a good profit. With our advertising matter and a little push you can sell a gross. A sample free to any dealer.

An Independent Seller

THE NELSON & MORRISON MFG. CO., PEORIA, ILL.

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No File. The "EUREKA" sharpens true from end to end and gives the proper shear.

Eureka Lawn Mower Sharpener

BIG SELLER. GOOD PROFIT.

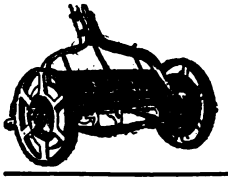
Advertised in Magazines. Retails for 25c.

Sample sent on request and 10c. postage.

The "Eureka" learns the man to adjust his mower, which is necessary to know, as there is no mower that will adjust itself.

EUREKA SHARPENER COMPANY, Detroit, Michigan

THE EASY LAWN-MOWER SHARPENER



A ready seller. Nice margin of profit. The EASY sharpener is the only sharpener that can be attached instantly and without first adjusting screws which makes the use of other sharpeners almost impossible by any one other than an experienced person or mechanic.

SHARPENS ANY SIZE LAWN-MOWER 20 TIMES FOR 35 CENTS.

Detroit, Mich., Sept. 20th, 1907.

National Machine & Stamping Co. Gentlemen:—I have used your sharpener as well as the which is the only competitor that you have and am frank to say that the EASY has given me the most satisfaction. Respectfully yours, Chas. Mirault.

Send for catalog and prices. Note: We also manufacture Dishwashers and other labor saving machines for the house.

NATIONAL MACHINE & STAMPING CO., Detroit, Michigan, U. S. A.

The Old Reliable and Best Selling GRASS CARRIER on the market



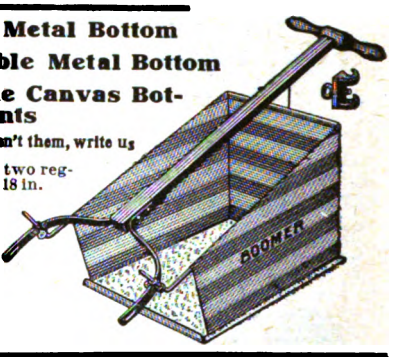
The "IDEAL" Adjustable Metal Bottom

The "BOOMER" Adjustable Metal Bottom

The "VICTOR" Adjustable Canvas Bottom Metal Fronts

Order from your jobbers—if they haven't them, write us

We make these carriers in two regular sizes to fit 12 in. to 18 in. and 18 in. to 22 in. We also make special sizes to order.

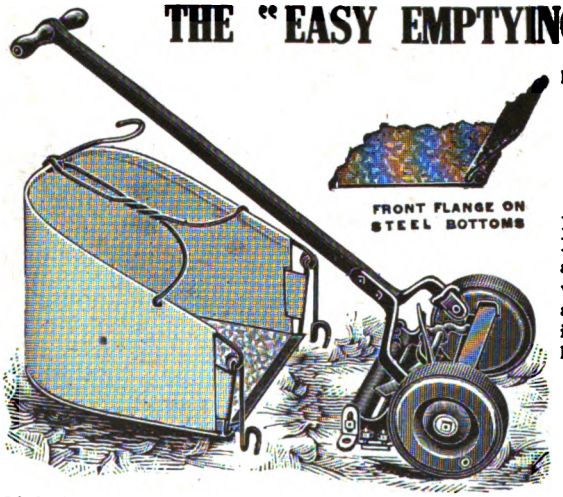


KRAUSE MFG. CO.

ZION CITY, ILL.

Formerly located in Chicago, Ill.

THE "EASY EMPTYING" GRASS CATCHER



New Styles No. 9, 10G, 11 and 12G

MPROVED IRON HANDLE

LIFT IT OFF TO EMPTY

Have either Duck or Galvanized Steel Bottoms, Round Back, Heavy Duck Sides. Has our New Improved Eye Brackets for attaching to mower, also Improved Hook, which is permanently attached to catcher and hooks over handle of mower. Catcher is attached and detached instantly with one hand.

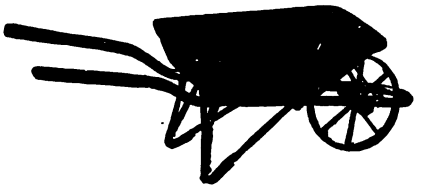
Sold Through Hardware Jobbers

MANUFACTURED BY

THE SPECIALTY MFG. CO.

Made in Two Sizes, Which Fit Perfectly any Size or Make of Lawn Mower.

ST. ANTHONY PARK, MINNESOTA, U. S. A.



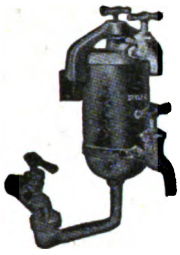
AN ALL STEEL BARROW

That is all steel; carefully put together · renewable shoes on legs; band around rim; tray double thickness at corners · weight carried well over wheel.

No. 85A Medium, 4 Cubic Feet Capacity
No. 89A Large, 5 " "

SYRACUSE CHILLED PLOW CO., Syracuse, N. Y., U. S. A.

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Don't Overlook

A line of drinking water and kitchen *filters* when doing your spring buying. In demand everywhere. *Lynn Filters* are known and advertised all over the country. Handsome appearance, best possible construction, in all sizes and capacities. Write for our Catalog before purchasing. Special discounts to dealers. "DO IT NOW."

The Lynn Filter Mfg. Co.
CINCINNATI, OHIO

The 20th Century Mail Box



Finished in Aluminum or dead black.
Inside dimensions 10 x 5½ x 2¾ inches.
Order by NAME from **YOUR JOBBER.**

W. F. HEISE MFG. CO.
66 Union Park Court
CHICAGO, - ILL.



The **White Mop Wringer** tho much imitated, is **never equaled.** It wrings the mop **so dry** with such **perfect ease!**

ASK FOR CATALOG

WHITE MOP WRINGER CO.
FULTONVILLE, NEW YORK

This Trade Mark



Guarantees Satisfaction.



Freezes two flavors of Ice Cream or an Ice or Sherbet and Ice Cream at one and the same time, in one freezer—Something entirely new—never done before.

"THE OLD FAVORITES"

THEY ARE	THEY EXCEL IN
Well Advertised	Easy Running
In Demand	Quick Freezing
Easily Sold,	Economy
Satisfactory in Use	Convenience
Of Known Reputation	Practical Results



"AMERICAN TWIN"



"LIGHTNING"



"GEM"



"BLIZZARD"

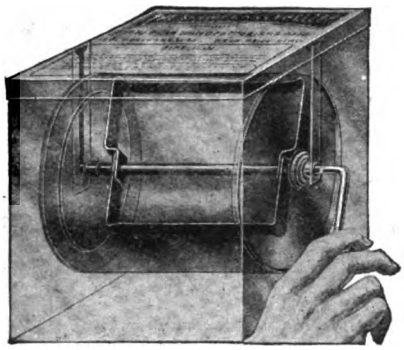
Sold by leading jobbers

Catalog sent free

THE BEST ICE CREAM FREEZERS in practical use, because convenient, compact in size, use smallest amount of ice and salt, run easily, freeze quickly, produce smoothly frozen creams or desserts with little bother and less work.

North Bros. Mfg. Co., Philadelphia

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"SNOW FLAKE"
(TRADE MARK)
Ice Cream Freezer

"A Square Proposition"
"High Quality" "Low Price"

It does the work, and does it well, with one-half the ice used in the tub variety.

Easy to Operate Easy to Clean Easy to Store

SIMPLE DURABLE SANITARY

Profitable for the Dealer

Made in four sizes—1 qt.—2 qt.—3 qt.—4 qt.



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STOP THAT LEAK

MENDS LEAKY PANS
BROKEN HANDLES
PORCELAIN WARE, Etc., Etc.

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TRADE MARK
Patented Feb. 18, 1908.

and a Candle are all you need to make a permanent repair.

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Full Directions with Each Stick — For Sale Everywhere

Dept. K. PRICE, TEN CENTS. DISCOUNT TO THE TRADE

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The standard freezer of quality

Compare workmanship, castings, tinning with any other freezer. Ask any woman if it isn't easier to make ice cream in the Dana Peerless—if it doesn't take less time, less ice. Best advertised freezer.

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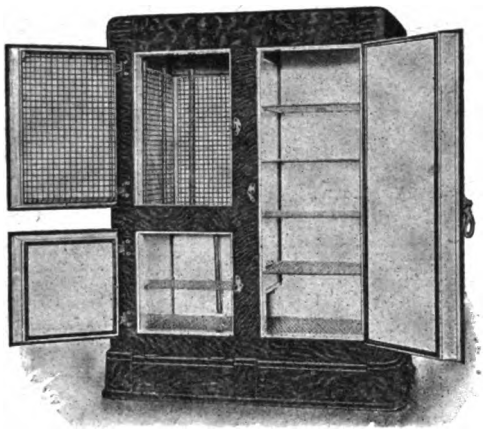


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Very Economical in Operation and Built to Last a Lifetime

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FOR ASHES AND GARBAGE

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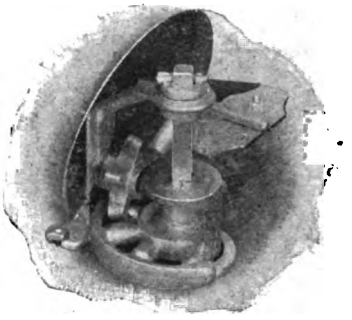
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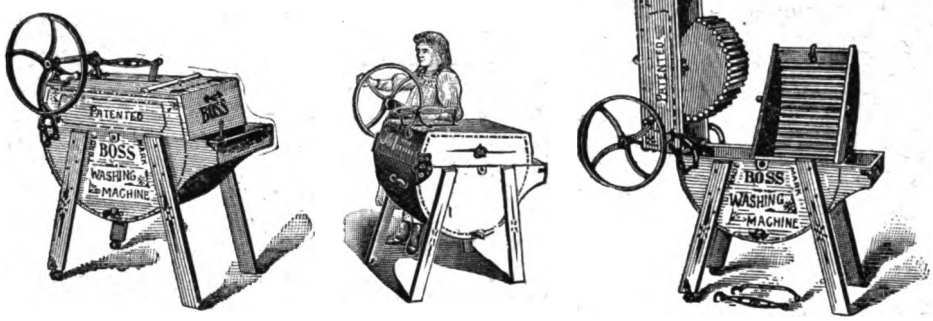
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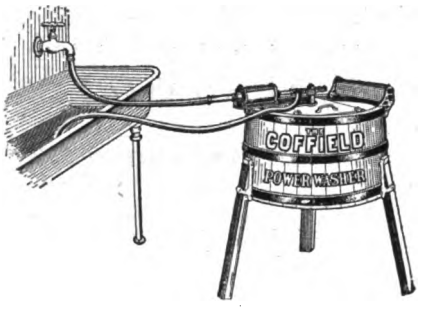
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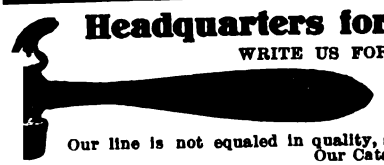


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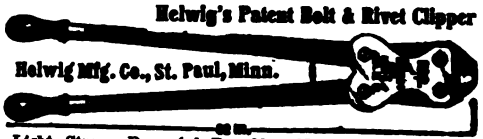
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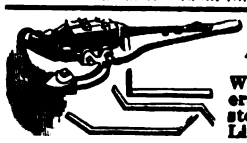
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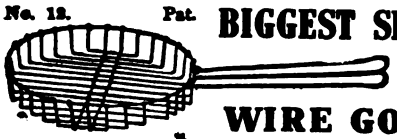
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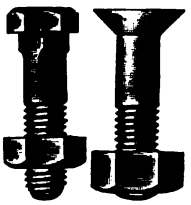
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Rostand Mfg. Co.....873
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Sheip Mfg. Co., H. H....739
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Silver Lake Co.....743
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Smith Mfg. Co., F. H....886
Snow Flake Axle Grse. Co.730
Snow Flake Mfg. Co.....892
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Standard Cash Reg. Co...726
Standard Mfg. Co.....878
Standard Stamping Co....887
Stanley Rule & Level Co.697
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Star Expansion Bolt Co...685
Starrett Co., L. S., The...748
Stephenson Mfg. Co.....861
Stevens Arms & Tl. Co., J.910
Stimpson Scale & Mfg. Co.736
Stowell Mfg. Co.....897
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Townsend Co., C.C. & E. P.740
Tuck Mfg. Co.....876
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Union Fire Arms Co.....720
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Walworth Mfg. Co.....911
Ward Safety Razor Co....710
Waterbury Farrel Fdry. & Mach. Co. 869
Watrous Mfg. Co., E. L..879
Waverly W'denware Wks.895
Weiss, L. T. 715
White Lily Mfg. Co.....896
White Mop Wringer Co...891
Wiebusch & Hilger, Ltd..698
Williams & Co., J. H....733
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Winslow Skate Mfg. Co...719
Wiss & Sons Co., J. 717
Woodhouse Chain Wks....898
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Worcester Wire Novelty Co. 898
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Yale & Towne Mfg. Co..689
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Columbian Hdw. Co., Cleveland, O.
Ives & Co., H. B., New Haven, Ct.
Millers Falls Co., 28 Warren St., New York.
Russell & Erwin Mfg. Co., New Britain, Ct.

Adjusters, Casement
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Adjusters, Hammock, Rope and Strap
Covert Mfg. Co., Troy, N. Y.

Agricultural Edge Tools
North Wayne Tool Co., Hallowell, Me.

Agricultural Implements
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Myers & Bro., F. E., Ashland, O.

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Taylor Mfg. Co., Hartford, Ct.

Alcohol, Denatured
Berry Bros., Ltd., Detroit, Mich.

Alcohol Vapor Stoves
Bartel Blow Lamp Co., 195 High St., Boston, Mass.
Manning, Bowman & Co., Meriden, Ct.

Andirons
(See Fireplace Goods.)

Angle Benders
(See Benders.)

Anvils
Columbian Hdwe. Co., Cleveland, O.

Apple Cutters
Rollman Mfg. Co., Mount Joy, Pa.

Apple Parers
Reading Hardware Co., Reading, Pa.

Artificial Minnow Bait
Enterprise Mfg. Co., Akron, O.
K. & K. Mfg. Co., Toledo, O.
Pepper, Joseph E., Rome, N. Y.

Ash Cans
Arrow Can Co., 35 Warren St., New York.
Berger, L. D., 50 North 2d St., Philadelphia, Pa.
Gem Mfg. Co., Chelsea Station, Boston, Mass.

Ash Sifters
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Hill Dryer Co., 315 Park Ave., Worcester, Mass.

Auger Bits
Russell & Erwin Mfg. Co., New Britain, Ct.

Auger Bits, Expansive
Tower & Lyon Co., 95 Chambers St., New York.

Augers, Earth and Post Hole
Iwan Brothers, Streator, Ill.
Union Elevator & Mach. Co., 144 Ontario St., Chicago, Ill.

Automatic Trucks
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Automobile Anti-Skidding Chain
(See Chain.)

Automobile Jacks
(See Jacks.)

Automobile Lamps
(See Lamps.)

Automobile Supplies
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
Gilbert Mfg. Co., The, New Haven, Ct.
Motor Car Equipment Co., 55 Warren St., New York.
New York Sporting Goods Co., 17 Warren St., New York.

Automobile Tubing and Rims
American Tube & Stamping Co., Bridgeport, Ct.

Automobiles
Corbin Motor Vehicle Corp., New Britain, Ct.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Awls, Brad, Belt and Scratch
Tuck Mfg. Co., Brockton, Mass.

Ax Handles
(See Handles.)

Axes and Hatchets
Arcade Mfg. Co., Freeport, Ill.
Burgess-Norton Mfg. Co., Geneva, Ill.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Axle Grease
Snow Flake Axle Grease Co., The, Fitchburg, Mass.

Axle Grease—Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Axle Oil
(See Oil.)

Babbit Metal
Fahrig Metal Co., 316 Hudson St., New York.
Phillips-Laffitte Co., Penn Bldg., Philadelphia, Pa.

Baby Walkers and Jumpers
Glascock Bros. Mfg. Co., Muncie, Ind.

Bags
(See Articles.)

Bank and Office Railing
Buffalo Wire Wks. Co., Buffalo, N. Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Barbed Wire
(See Wire.)

Barrel Swings
Glascock Bros. Mfg. Co., Muncie, Ind.

Base Ball Shoe Plates
Winslow Skate Mfg. Co., Sam'l, Worcester, Mass.

Base Ball Supplies
Draper-Maynard Co., Plymouth, N. H.

Baskets, Wire
Andrews Wire & Iron Wks., Rockford, Ill.

Bath Room Fittings
American Ring Co., Waterbury, Ct.
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Novelty Mfg. Co., Dept. K., Waterbury, Ct.
Parker Co., Chas., The, Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Taplin Mfg. Co., New Britain, Ct.

Beaters
(See Carpet Whips.)

Bells and Gongs
Mossberg Co., Frank, Attleboro, Mass.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Belt Dressing
Dixon Crucible Co., Jos., Jersey City, N. J.
Stephenson Mfg. Co., Albany, N. Y.

Belt Hooks
(See Hooks.)

Belt Lacing, Steel
Bristol Co., Waterbury, Ct.

Belt Punches
(See Punches.)

Belts, Rubber, Cotton and Thresher
Buckley Rubber Co., J. W., 60 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Bench Screws
(See Screws.)

Benches, Cabinet-Makers,
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Benders, Angle and Eye
Wallace Supply Co., 915 Garden City Block, Chicago, Ill.

Bicycle Bells
(See Bells.)

Bicycle Lamps
(See Lamps.)

Bicycle Supplies and Sundries
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
Myers & Bro., F. E., Ashland, O.
New York Sporting Goods Co., 17 Warren St., New York.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Bicycles
Great Western Mfg. Co., La Porte, Ind.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.

Binder Twine
(See Twine.)

Bird Cage Springs and Chains
Turner & Seymour Mfg. Co., Torrington, Ct.

Bit Braces
Millers Falls Co., 28 Warren St., New York.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.

Bits
(See Auger Bits.)

Blackboards, Slate
Johnson Co., E. J., 38 Park Row, New York.

Blanks, Fork and Knife
Union Cutlery & Hdw. Co., Unionville, Ct.

Blow Lamps
Bartel Blow Lamp Co., 195 High St., Boston, Mass.

Blocks, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Blocks, Tackle
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.

Boat Hardware
(See Marine Hardware.)

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Glascock Bros. Mfg. Co., Muncie, Ind.
Boilers, Wash
(See Wash Boilers.)
Bolt and Nut Machinery
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.
Bolt Clippers
Helwig Mfg. Co., St. Paul, Minn.
Porter, H. K., Everett, Mass.
Schollhorn Co., Wm., New Haven, Ct.
Bolts and Nuts
Garland Nut & Rivet Co., Pittsburg, Pa.
Boring Machines
Ajax Mfg. Co., Pittsburg, Pa.
Box Hinges
(See Hinges.)
Box Hooks
Johnson, Wm., Newark, N. J.
Box Locks
(See Locks.)
Bottle Openers
Stephens & Co., Windsor, Waltham, Mass.
Taplin Mfg. Co., New Britain, Ct.
Taylor Mfg. Co., Hartford, Ct.
Bottle Stoppers
Taplin Mfg. Co., New Britain, Ct.
Box Hooks
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Box Openers
Bonner Mfg. Co., C. E., Chrisman, Ill.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Box Straps, Corners, Hasps, etc.
Acme Steel Goods Co., Chicago, Ill.
Cary Mfg. Co., 19-21 Roosevelt St., New York.
Boxes, Hardware, Shelf
Green Co., A. H., 97 Warren St., New York.
Shelp Mfg. Co., Henry H., Columbia Ave. & Randolph St., Phila.
Boxes, Mail
Heise Mfg. Co., W. F., 66 Union Park Court, Ill.
Hessler Co., H. E., 500 North Salina St., Syracuse, N. Y.
Merriam Mfg. Co., Durham, Ct.
Peck-Hamre Mfg. Co., Berlin, Wis.
Reading Hdw. Co., Reading, Pa.
Taylor & Boggis Fdry. Co., Cleveland, O.
Boxes, Miter
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.
Boxes, Rural Mail
Hessler Co., H. E., 500 No. Salina St., Syracuse, N. Y.
Peck-Hamre Mfg. Co., Berlin, Wis.
Boxes, Tin, Stationers'
Merriam Mfg. Co., Durham, Ct.
Brackets, Folding
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.
Brackets, Ironing Board
Rostand Mfg. Co., Milford, Ct.
Brackets, Lamp
Arcade Mfg. Co., Freeport, Ill.
Reading Hardware Co., Reading, Pa.
Wagner Mfg. Co., Cedar Falls, Ia.
Brackets, Roof
Wagner Mfg. Co., Cedar Falls, Ia.
Brackets, Shelf
Atlas Mfg. Co., New Haven, Ct.
Griffin Mfg. Co., Erie, Pa.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain Ct.
Stanley Works, New Britain, Ct.
Taplin Mfg. Co., New Britain, Ct.
Brackets, Show Case
Nashua Till Co., Nashua, N. H.
Brackets, Stair Rail
Reading Hardware Co., Reading, Pa.
Brackets, Steel Sink
Hessler Co., H. E., Syracuse, N. Y.
Brass and Copper
Hussey & Co., C. G., Pittsburg, Pa.
Brazing Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Brazing Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Bread Mixers
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Bricklayers' Hand Protectors
Excelsior Implement Co., Troy, N. Y.
Broilers (Smokeless) Wire
Bridgeport Wire Goods Co., Bridgeport, Ct.
Brooders, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.
Broom Holders
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Eclipse Mfg. Co., No. Girard, Pa.
Brushes, Floor
Milwaukee Dustless Brush Co., Milwaukee, Wis.
Brushes, Paint, Etc.
Gerts-Lumbard & Co., 208-210 Randolph St., Chicago, Ill.
Building Papers
(See Paper.)
Burnishers
Tuck Mfg. Co., Brockton, Mass.
Bushings, Adjustable Pipe
Armstrong Mfg. Co., 291 Knowlton St., Bridgeport, Ct.
Butcher Knives
Forschner & Sons, Chas., 206 E. 19th St., New York.
Butcher Saws
(See Saws.)
Butts, Door
Griffin Mfg. Co., The, Erie, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Yale & Towne Mfg. Co., 9-15 Murray St., New York.
Cake Mixers
Landers, Frary & Clark, New Britain, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Cake Turners
Arcade Mfg. Co., Freeport, Ill.
Calks, Boot
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Screw
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Shoe
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Steel
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calipers and Dividers
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Starrett Co., L. S., Athol, Mass.
Calking
Estes Mills, Fall River, Mass.
Can Openers
Arcade Mfg. Co., Freeport, Ill.
Ellis Mfg. Co., The, Millidale, Ct.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Taylor Mfg. Co., Hartford, Ct.
Cans
(See Articles.)
Carbide of Silicon
Carborundum Co., Niagara Falls, N. Y.
Carborundum
Carborundum Co., Niagara Falls, N. Y.
Luther Bros. Co., 114 Carver Ave., Milwaukee, Wis.
Carborundum Paper & Cloth
Carborundum Co., Niagara Falls, N. Y.
Carborundum Wheels
Carborundum Co., Niagara Falls, N. Y.
Carpenter Aprons
(See Aprons.)
Carpet Pins and Sockets
Turner & Seymour Mfg. Co., Torrington, Ct.
Carpet Stretchers
Hunt, Helm, Ferris & Co., Harvard, Ill.
Carpet Sweepers
Bissell Carpet Sweeper Co., Grand Rapids, Mich.
Carpet Whips and Beaters
Andrews Wire & Iron Works, Rockford, Ill.
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Ely Mfg. Co., Theo. J., Girard, Pa.
Useful Article Co., 420 Auburn Ave., Buffalo, N. Y.
Carriers, Hay
Myers & Bro., F. E., Ashland, O.
Carriage Heaters
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Carts, Hand and Barrel
Myers & Bro., F. E., Ashland, O.
Carvers' Knives, Wood
Smith & Hemenway Co., 108 Duane St., New York.
Cash Drawers, Alarm
Nashua Till Co., Nashua, N. H.
Cash Registers
Standard Cash Register Co., 36 Chestnut St., Wabash, Ind.
Casters, Furniture
Clark Co., Geo. P., The, Windsor Locks, Ct.
Reading Hardware Co., Reading, Pa.
Casters, Rubber Wheel
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.
Castings, Malleable and Steel
Hammer & Co., Branford, Ct.
Catchers, Grass
Hasseries, Carl, Cleveland, O.
Krause Mfg. Co., Zion City, O.
Specialty Mfg. Co., St. Anthony Park, Minn.
Catches, Barn Door
Reading Hardware Co., Reading, Pa.
Catches, Refrigerator
Brass Goods Mfg. Co., Brooklyn, N. Y.
Reading Hardware Co., Reading, Pa.
Catches, Screen Door
Automatic Door Catch Co., 218 E. 57th St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Watrous Mfg. Co., E. L., The, Des Moines, Iowa.
Chafing Dishes
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Chain
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Woodhouse Chain Wks., Trenton N.J.
Chain Anchor
Woodhouse Chain Wks., Trenton N.J.
Chain, Auto Anti-Skidding
Woodhouse Chain Wks., Trenton N.J.
Chain Blocks
(See Blocks.)
Chain, Cable
Woodhouse Chain Wks., Trenton N.J.
Chain, Crane
Woodhouse Chain Wks., Trenton N.J.
Chain, Conveyor
Woodhouse Chain Wks., Trenton N.J.
Chain, Cycle & Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.
Chain, Dredging
Woodhouse Chain Wks., Trenton N.J.
Chain, Log
Woodhouse Chain Wks., Trenton N.J.
Chain, Pump
Garland Nut & Rivet Co., Pittsburg, Pa.
Chain, Steam Shovel
Woodhouse Chain Wks., Trenton N.J.

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Silver Lake Co., 78 Chauncey St., Boston, Mass.
Check Rein Loop
Read Mfg. Co., O. B., Troy, N. Y.
Cherry Stones
Rollman Mfg. Co., Mount Joy, Pa.
Chimney Tops, Revolving
Iwan Bros., Streator, Ill.
Chisels
Johnson, Wm., Newark, N. J.
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Tuck Mfg. Co., Brockton, Mass.
Chisels, Box
(See Box Openers.)
Christmas Tree Holders
North Bros. Mfg. Co., Philadelphia, Pa.
Chutes, Coal and Wood
Majestic Furnace & Foundry Co., 23 West St., Huntington, Ind.
Cistern Tops
Wagner Mfg. Co., Cedar Falls, Ia.
Clamps
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Hammer & Co., Branford, Ct.
Williams & Co., J. H., Brooklyn, N. Y.
Clippers, Finger Nail
Cook Co., H. C., The, Ansonia, Ct.
Clipping Machines, Hair
American Shearer Mfg. Co., Nashua, N. H.
Brown & Sharpe Mfg. Co., Providence, R. I.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Coates Clipper Mfg. Co., Worcester, Mass.
Hotchkiss, Edward S., Bridgeport, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Clipping Machines, Horse
American Shearer Mfg. Co., Nashua, N. H.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Clocks
New Haven Clock Co., New Haven, Ct.
Clothes Bars
Ely Mfg. Co., Theo. J., Girard, Pa.
Martcross Co., 40 Dearborn St., Chicago, Ill.
Clothes Dryers
Eclipse Mfg. Co., No. Girard, Pa.
Hill Dryer Co., 315 Park Ave., Worcester, Mass.
Clothes Line Fasteners
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Clothes Lines
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Clothes Lines, Wire
Wright Wire Co., Worcester, Mass.
Clothes Wringers
American Wringer Co., The, N.Y.C.
Glascock Bros. Mfg. Co., Muncie, Ind.
Coal, Carriage Heaters'
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Coal Chutes
(See Chutes.)
Coal Elevators
Gifford-Wood Co., Hudson, N. Y.
Coal Hods
Buffalo Mfg. Co., Buffalo, N. Y.
Coal Vases, Brass
Buffalo Mfg. Co., Buffalo, N. Y.
Coaster Sleds
(See Sleds.)
Coaster Wagons
(See Wagons.)
Coat and Hat Hooks
(See Hooks.)
Coat Hangers
(See Hangers.)
Coffee and Spice Mills
Arcade Mfg. Co., Freeport, Ill.
Landers, Frary & Clark, New Britain, Ct.
Parker Co., Chas., Meriden, Ct.
Coffee Percolators
American Silver Co., Bristol, Ct.
Buffalo Mfg. Co., Buffalo, N. Y.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Coffee Percolators, Automatic Electric
American Silver Co., Bristol, Ct.
Coffee Pots
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Conductor Pipe
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Conductor Pipe Hangers, Wire
Iwan Bros., Streator, Ill.
Cooking Utensils
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Landers, Frary & Clark, New Britain, Ct.
Copper
(See Brass and Copper.)
Copper Gaskets
Hussey & Co., C. G., Pittsburg, Pa.
Motor Car Equipment Co., 55 Warren St., New York.
Cordage
Columbian Rope Co., Auburn, N. Y.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Cork Screws and Pullers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Parker Co., The Chas., Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.
Corn Poppers
Middletown Mfg. Co., Middletown, O.
Corporation Cocks
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Corundum Wheels
Pike Mfg. Co., Pike, N. H.
Cotton Waste
Estes Mills, Fall River, Mass.
Cow Ease
Carpenter-Morton Co., Boston, Mass.
Cranes
Yale & Towne Mfg. Co., 9 Murray St., New York.
Crucibles
Dixon Crucible Co., Jos., Jersey City, N. J.
Crucible Steel
American Tube & Stamping Co., Bridgeport, Ct.
Cultivators
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Syracuse Chilled Plow Co., Syracuse, N. Y.
Cup Hooks
Turner & Seymour Mfg. Co., Torrington, Ct.
Curry Combs
Advance Mfg. Co., Racine Junction, Wis.
Curtain and Screw Rings
Turner & Seymour Mfg. Co., Torrington, Ct.
Cuspidors
Buffalo Mfg. Co., Buffalo, N. Y.
Cutlery
(See also Knives, Razors, Shears, etc.)
Landers, Frary & Clark, New Britain, Ct.
Northfield Knife Co., Northfield, Ct.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Parker Co., Chas., The, Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Cutters
(See Articles.)
Dairy Machines
(See Articles.)
Dampers
Arcade Mfg. Co., Freeport, Ill.
Taylor & Boggis Fdry. Co., Cleveland, O.
Dash Rein Fasteners
Read Mfg. Co., O. B., Troy, N. Y.
Decalcomania Signs
(See Signs.)
Denatured Alcohol
(See Alcohol.)
Diaphragms
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Dish Mops
Estes Mills, Fall River, Mass.
Door Bells
(See Bells.)
Door Bolts
Griffin Mfg. Co., The, Erie, Pa.
Door Buttons, Steel
Watrous Mfg. Co., E. L., Des Moines, Ia.
Door Catches
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.
Watrous Mfg. Co., E. L., Des Moines, Ia.
Door Checks and Springs
Pullman Mfg. Co., Rochester, N. Y.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Door Hangers
(See Hangers.)
Door Holders
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Door Knobs
(See Locks and Knobs.)
Door Pulls
Columbian Hdwe. Co., Cleveland, O.
Door Springs
(See Springs.)
Door Strips, Automatic Iron
Wagner Mfg. Co., Cedar Falls, Ia.
Drawing Knives
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Drawing Knives, Folding
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Drawer Pulls
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.
Dressings
(See Articles.)
Drills, Hand, Breast, etc.
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Drills, Star and Pipe
Star Expansion Bolt Co., 147 Cedar St., New York.
Drop Forgings
Barnes Co., Wallace, The, Bristol, Ct.
Billings & Spencer Co., Hartford, Ct.
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Drop Forgings, Automobile
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Dryers
(See Articles.)
Drying Stoves
Drouve Co., G., Bridgeport, Ct.
Dumb Waiters
(See Elevators.)
Dust Pans
Eclipse Mfg. Co., No. Girard, Pa.

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Dynamite
Aetna Powder Co., Chicago, Ill.
Eave Trough Hangers
(See Hangers.)
Egg Beaters
Taplin Mfg. Co., The, New Britain, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Electrical Supplies
Smith & Hemenway Co., 108 Duane St., New York.
Electric Cooking and Heating Apparatus
(See Articles.)
Elevator Enclosures and Cabs
Buffalo Wire Wks. Co., Buffalo, N.Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.
Elevators and Dumb Waiters
Eaton & Prince Co., Chicago, Ill.
Energy Elevator Co., 214-218 New St., Philadelphia, Pa.
O'Neill Elevator Co., 626 Cherry St., Philadelphia, Pa.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Elevators, Ice
Gifford-Wood Co., Hudson, N. Y.
Emery Wheels
Pike Mfg. Co., Pike, N. H.
Enameled Ware
Cleveland Stamping & Tool Co., The, Cleveland, O.
New England Enameling Co., Middletown, Ct., and 736 Broadway, New York.
Enamels
(See Paints.)
Escutcheon Pins
(See Pins.)
Expansion Bolts
McCabe Hanger Mfg. Co., The, 325 West 25th St., New York.
Star Expansion Bolt Co., 1st and 2d Sts., Bayonne, N. J.
Extension Rods
Turner & Seymour Mfg. Co., Torrington, Ct.
Eye Benders
(See Benders.)
Factory Trucks
(See Trucks.)
Fans, Electric and Water
Bates & Bro. Co., The D. L., Dayton, O.
Farming Implements
(See Agricultural Implements.)
Farm Gates
(See Gates.)
Fasteners, Corrugated
Acme Steel Goods Co., Chicago, Ill.
Fasteners, Sash
Ives Co., H. B., New Haven, Ct.
Watrous Mfg. Co., E. L., Des Moines, Ia.
Faucets, Brass
Landers, Frary & Clark, New Britain, Conn.
Smith & Hemenway Co., 108 Duane St., New York.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Faucets, Iron
North Bros. Mfg. Co., Philadelphia, Pa.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Faucets, Molasses and Varnish
Parker Co., Chas., The, Meriden, Ct.
Faucets, Wooden
Sommer's Sons, John, 355-365 Central Ave., Newark, N. J.
Fence Stretchers
(See Wire Stretchers.)
Fence Tool (Combination)
Bonner Mfg. Co., C. E., Chrisman, Ill.
Fencing, Iron
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Fencing, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Eureka Fence Mfg. Co., Richmond, Ind.
Keystone Steel & Wire Co., Peoria, Ill.
New Jersey Wire Cloth Co., Trenton, N. J.
Spring Steel Fence & Wire Co., Anderson, Ind.
Wright Wire Co., Worcester, Mass.
Files and Rasps
Nicholson File Co., Providence, R. I.
Russell & Erwin Mfg. Co., New Britain, Ct.
Filters, Water
Buffalo Mfg. Co., Buffalo, N. Y.
Lynn Filter Mfg. Co., Cincinnati, O.
Finger Nail Clippers
(See Clippers.)
Fireplace Goods
Rostand Mfg. Co., Milford, Ct.
Fire Doors
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Fire Pots
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, The, 61 Park Ave., Sycamore, Ill.
Fish Hooks
Enterprise Mfg. Co., Akron, O.
Fire Hose
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Fishing Reels
Enterprise Mfg. Co., Akron, O.
Fishing Tackle
Enterprise Mfg. Co., Akron, O.
Martin's Sons, E. J., 1½ Kingfisher St., Rockville, Ct.
Fishing Tackle Boxes
Merriam Mfg. Co., Durham, Ct.
Five and Ten-Cent Goods
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Franklin Specialty Co., 811 Cherry St., Reading, Pa.
Fixtures, Electric Light
Novelty Mfg. Co., Waterbury, Ct.
Flies, Spinners, etc.
(See Artificial Bait.)
Floor Scrapers
(See Scrapers.)
Floor Hinges
(See Hinges.)
Flower-Bed Guards
Wright Wire Co., Worcester, Mass.
Flue Stops
Clark Mfg. Co., J. L., Rockford, Ill.
Flue Thimble
Weber-Kirch Mfg. Co., Keokuk, Ia.
Fly Killers, Wire
Bigelow, J. F., Worcester, Mass.
Football Supplies
Draper & Maynard Co., Plymouth, N. H.
Food Choppers
Dana Mfg. Co., Cincinnati, O.
Landers, Frary & Clark, New Britain, Ct.
Rollman Mfg. Co., Mount Joy, Pa.
Russell & Erwin Mfg. Co, New Britain, Ct.
Food Cookers, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.
Foot Presses
(See Presses.)
Force Pumps or Cups
(See Rubber.)
Forks
(See Agricultural Implements.)
Foundry Riddles
Wright Wire Co., Worcester, Mass.
Fountains, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.
Fruit Jar Rings
(See Rubber.)
Fruit Presses
(See Presses.)
Furnaces
(See Soldering Furnaces and Gas Furnaces.)
Furniture Trimmings
American Ring Co., Waterbury, Ct.
Game Traps
Abingdon Trap Co., The, Abingdon, Ill.
Oneida Community, Ltd., Oneida, N. Y.
Garbage Cans
Arrow Can Co., 35 Warren St., New York.
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Garden Hose
Buckley Rubber Co., J. W., 69 Warren St., New York.
Myers & Bro., F. E., Ashland, O.
Revere Rubber Co., Boston, Mass.
Garden Tools
Arcade Mfg. Co., Freeport, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Garment Hangers
(See Hangers.)
Gas Furnaces
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Gas Heaters
Turner & Seymour Mfg. Co., Torrington, Ct.
Gas Lamps, Inverted
(See Lamps.)
Gas Pliers
(See Pliers.)
Gaskets
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Gates, Steel Frame
Keystone Steel & Wire Co., Peoria, Ill.
Gates, Wire Farm
Spring Steel Fence & Wire Co., Anderson, Ind.
Gauges
Chapin-Stevens Co., Pine Meadow, Ct.
Williams & Co., J. H., Brooklyn, N. Y.
Gauge, Shingle
Wagner Mfg. Co., Cedar Falls, Ia.
Germicide
(See Cow Ease.)
Glass Cutters
Barrett, W. L., Bristol, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Glass Cutting Boards
Lufkin Rule Co., Saginaw, Mich.
Glass Shelves
Novelty Mfg. Co., Waterbury, Ct.
Gloves, Baseball, etc.
Draper-Maynard Co., Plymouth, N.H.
Gongs
(See Bells.)
Glue
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Hewitt & Bros., C. B., 48 Beekman St., New York.
Gopher Traps
Abingdon Trap Co., The, Abingdon, Ill.
Gouges
Reliance Edge Tool Co., Youngstown, O.
Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Grass Catchers
(See Catchers.)
Grass Hooks
North Wayne Tool Co., Hallowell, Me.
Grass Shears
(See Shears.)
Grease
(See Articles.)
Grease Cups
(See Lubricating Appliances.)
Griddles
Advance Mfg. Co., Racine Junction, Wis.
Grinders
(See Lawn Mower Grinders.)
Grinding Wheels
Carborundum Co., Niagara Falls, N.Y.
Luther Bros. Co., 114 Carver Ave., Milwaukee, Wis.
Pike Mfg. Co., Pike, N. H.
Royal Mfg. Co., 208 E. Walnut St., Lancaster, Pa.
Grindstone Fixtures
Reading Hardware Co., Reading, Pa.
Grindstones
Cleveland Stone Co., Cleveland, O.
Grindstones, Bicycle
Cleveland Stone Co., Cleveland, O.
Gun Cleaners
Union Hdw. Co., Torrington, Ct.
Guns
Harrington & Richards Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., The, Dept. B., Norwich, Ct.

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Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Parker Co, Chas., The, Meriden, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Union Fire Arms Co., The 250 Auburndale, Toledo, O.

Hack Saws
(See Saws.)

Hair Clippers
(See Clipping Machines.)

Hame Fasteners
Bridgeport Chain Co., Bridgeport, Ct.

Hammer Handles
(See Handles.)

Hammers, Drop
Billings & Spencer Co., Hartford, Ct.
Merrill Bros., Maspeth, N. Y.

Hammers, Hand
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., Hartford, Ct.
Franklin Specialty Co., Reading, Pa.
Johnson, Wm., Newark, N. J.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Magnet
Billings & Spencer Co., Hartford, Ct.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Nickel Plated
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Pritchard-Strong Co., The, 29 Circle St., Rochester, N. Y.

Hammocks
Palmer Co., I. E., The, Middletown, Ct.

Hand Cars, Boys'
Glascock Bros. Mfg. Co., Muncie, Ind.
Hill-Standard Mfg. Co., 458 Chase St. Anderson, Ind.

Handcuffs,
(See Police Supplies.)

Handles, Tool
Smith & Hemenway Co., 108 Duane St., New York.
Tuck Mfg. Co., Brockton, Mass.

Handles, Wooden
Hartwell Bros., Chicago Heights, Ill.

Hand Screws
(See Screws.)

Hangers, Barn Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.
Reading Hardware Co., Reading, Pa.

Hangers, Coat, Folding
Pullman Mfg. Co., Rochester, N. Y.

Hangers, Eave Trough
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Holbrook Mfg. Co., The, Attleboro, Mass.

Hangers, Fire Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.

Hangers, Garment
Bennett Mfg. Co., The, 420 Auburn Ave, Buffalo, N. Y.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Eclipse Mfg. Co., No. Girard, Pa.
Taplin Mfg. Co., New Britain, Ct.
Wright Wire Co., Worcester, Mass.

Hangers, House Door
Arcade Mfg. Co., Freeport, Ill.
Chicago Spring Butt Co., Chicago.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Prouty Co., T. C., Albion, Mich.

Hangers, Sash
Watrous Mfg. Co., E. L., Des Moines, Ia.

Hangers, Screen and Window
Phenix Mfg. Co., Milwaukee, Wis.

Hardware Jobbers
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.

Hardware Manufacturers' Agents
Smith & Hemenway Co., 108-110 Duane St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Harmonicas
Hohner, M., 475 Broadway, N.Y.C.
Hots, Fr., 475 Broadway, New York.

Harness
Eddy Mfg. Co., Worcester, Mass.

Harness Dressing
Frank Miller Co., The, 394 West 26th St., New York.

Harness Snaps
Covert Mfg. Co., Troy, N. Y.
Reading Hardware Co., Reading, Pa.

Harness Straps
Covert Mfg. Co., Troy, N. Y.

Hasps and Staples
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Hatchets
(See Axes and Hatchets.)

Hay Knives
Ely Mfg. Co., Theo. J., Girard, Pa.
Iwan Bros., Streator, Ill.

Haying Tools
Hunt, Helm, Ferris & Co., Harvard, Ill.
Myers & Bro., F. E., Ashland, O.

Heaters
(See Articles.)

Hedge Trimmers
Kampfe Bros., 8 Reade St., New York.
North Wayne Tool Co., Hallowell, Me.

Heel Plates
Griffin Mfg. Co., Erie, Pa.
Root Bros. Co., Plymouth, O.

Hinges, Blind and Gate
Parker Co., Chas., The, Meriden, Ct.

Hinges, Box
Acme Steel Goods Co., Chicago, Ill.

Hinges, Floor
Bommer Bros., Brooklyn, N. Y.
Columbian Hdw. Co., Cleveland, O.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.
Prouty Co., Ltd., T. C., Albion, Mich.
Shelby Spring Hinge Co., Shelby, O.
Superior Spring Hinge Co., 128 So. Clinton St., Chicago, Ill.

Hinges, Jamb
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.

Hinges, Spring
Bommer Bros., Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Shelby Spring Hinge Co., Shelby, O.

Hinges, Strap and T
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.

Hinges, Window and Screen
Arcade Mfg. Co., Freeport, Ill.

Hip Rein Supporters
Read Mfg. Co., O. B., Troy, N. Y.

Hitching Rings, Expansion
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Hods, Mortar and Brick
(Steel.)
Cleveland Wire Spring Co., Cleveland, O.

Hoes
(See Agricultural Implements.)

Hoists, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hoists, Electric
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hollow Ware
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Hooks, Belt
Bristol Co., Waterbury, Ct.

Hooks, Coat and Hat
Atlas Mfg. Co., New Haven, Ct.
Wright Wire Co., Worcester, Mass.
Williamson Wire Novelty Co., C. T., 56 Badger Ave.. Newark, N. J.

Hooks, Conductor
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Iwan Bros., Streator, Ill.

Hooks, Moulding
Williamson Wire Nov. Co., 56 Badger Ave., Newark, N. J.

Hooks, Safety Ladder
Taplin Mfg. Co., New Britain, Ct.

Horse Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.

Horseshoe Nails
(See Nails.)

Horse Pokes
Ely Mfg. Co., Theo. J., Girard, Pa.

Horse Tail Bands and Ties
Read Mfg. Co., O. B., Troy, N. Y.

Hose
(See Garden and Fire Hose.)

Hose Couplings
Nelson & Morrison Mfg. Co., Peoria, Ill.

Hose Nozzles
Myers & Bro., F. E., Ashland, O.

Hose Racks
Specialty Mfg. Co., St. Anthony Park, Minn.

House Numbers
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Huskers
Smith & Davis, Ames, Ia.

Hydrants
Myers & Bro., F. E., Ashland, O.

Hydraulic Presses
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Ice Chisels
Gilchrist Co., The, 236 Bank St., Newark, N. J.

Ice Cream Dishes
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.

Ice Cream Freezers
Dana Mfg. Co., Cincinnati, O.
North Bros. Mfg. Co., Phila, Pa.
Snow Flake Mfg. Co., The, 225 Fifth Ave., New York.

Ice Picks
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Franklin Specialty Co., Reading, Pa.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ice Tools
Arcade Mfg. Co., Freeport, Ill.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.

Incubators and Brooders
Miller Co., J. W., Box 118, Freeport, Ill.
Reliable Incubator & Brooder Co., Quincy, Ill.

Insect Powder
Hammond, B., Fishkill-on-Hudson, N. Y.

Insulating Paper
(See Paper.)

Iron Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.

Jacks
Covert Mfg. Co., Troy, N. Y.
Myers & Bro., F. E., Ashland, O.

Jockey Stick
Ely Mfg. Co., Theo. J., Girard, Pa.

Joist Hangers
Columbian Hdw. Co., Cleveland, O.

Kettle Scrapers
(See Scrapers.)

Key Rings
Smith & Egge Mfg. Co., Bridgeport, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., 56 Badger Ave., Newark, N. J.

Kick Plates
Griffin Mfg. Co., Erie, Pa.

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Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Turner Brass Wks., The, 61 Park Ave., Sycamore, Ill.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Kitchen Ware, Wire
Bridgeport Wire Goods Co., Bridgeport, Conn.

Knife Blanks
(See Blanks.)

Knives
(See Butcher, Mincing, Pocket, etc.)

Knobs, Repair
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ladders, Long and Extension
Berger, L. D., 59 North 2d St., Philadelphia, Pa.

Ladders, Rolling Shelf
Bicycle Step Ladder Co., 55 Randolph St., Chicago, Ill.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Ladders, Step
Smith & Son, F., Clinton, Ia.

Lamps
Hammer & Co., Branford, Ct.

Lamps, Automobile
Ham Mfg. Co., C. T., Rochester, N.Y.
Motor Car Equipment Co., 55 Warren St., New York.

Lamps, Driving
Ham Mfg. Co., C. T., Rochester, N.Y.

Lamps, Inverted Gas
Ramsdell Inverted Lamp Co., The, 1123 Broadway, N. Y.

Lamps, Motor Cycle
Motor Car Equipment Co., 55 Warren St., New York.

Lanterns
Ham Mfg. Co., C. T., Rochester, N. Y.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Latch, Barn Door
Wagner Mfg. Co., Cedar Falls, Ia.

Latches
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Lathing, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., The, St. Louis, Mo.

Lawn Furniture
Buffalo Wire Wks. Co., Buffalo, N.Y.

Lawn Guards
Wright Wire Co., Worcester, Mass.

Lawn Mower Grinder
Coldwell Lawn Mower Co., Newburgh, N. Y.
Peoria Lawn Mower Grinder Co., 418 So. Wash St., Peoria, Ill.
Root Bros. Co., The, Plymouth, O.

Lawn Mower Sharpener
Eureka Sharpener Co., Detroit, Mich.
National Machine & Stamping Co., Detroit, Mich.

Lawn Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.
Philadelphia Lawn Mower Co., Philadelphia, Pa.
Reading Hdw. Co., Reading, Pa.
Worcester Lawn Mower Co., Worcester, Mass.

Lawn Shoes, Horse
(Steel.)
Gregg Mfg. Co., The, 2229 Ashland Road, Cleveland, O.

Lawn Sprinklers
Novelty Mfg. Co., Waterbury, Ct.
Specialty Mfg. Co., St. Anthony Park, Minn.
Standard Stamping Co., Marysville, Ohio.
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Lawn Swings
Myers & Bro., F. E., Ashland, O.

Lawn Trimmers
(See Grass Trimmers.)

Leather Goods, Sporting
Draper & Maynard Co., Plymouth, N. H.

Lemon Squeezers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Landers, Frary & Clark, New Britain, Ct.
Parker & Co., Chas., Meriden, Ct.
Sommer's Son, John, Newark, N. J.

Levels
Baker-McMillen Co., The, Akron, O.
Chapin-Stephens Co., Pine Meadow, Ct.
Davis & Cook, Watertown, N. Y.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.

Lighting Systems
Consolidated Gas & Electric Co., Chicago, Ill.
Everready Gas Co., Lake and Curtis Sts., Chicago, Ill.

Limes
(See Articles.)

Locks and Knobs, Door
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Taylor & Boggis Fdry. Co., Cleveland, O.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Locks, Box
Acme Steel Goods Co., Chicago, Ill.

Locks, Unit
Russell & Erwin Mfg. Co., New Britain, Ct.

Lockers, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Lubricants
(See also Oil.)
Dixon Crucible Co., Jos., Jersey City, N. J.

Lunch Kits, Auto Touring
Motor Car Equipment Co., 55 Warren St., New York.

Machinery
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Machinists' Tools
Billings & Spencer Co., Hartford, Ct.
Brown & Sharpe Mfg. Co., Providence, R. I.
Starrett Co., L. S., Athol, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Mail Boxes
(See Boxes.)

Manicure Goods
Cook Co., H. C., The, Ansonia, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Mangers
(See Stable Fixtures.)

Mantels
Ironton Wood Mantel Co., Ironton, O.

Manufacturers' Agents
(See Hardware.)

Match Safes
Buffalo Mfg. Co., Buffalo, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.

Mats, Flexible Steel
Acme Steel Goods Co., Chicago, Ill.

Mats, Rubber
(See Rubber.)

Mats, Wire
Clinton Wire Cloth Co., Clinton, Mass.

Meat Choppers
(See Food Choppers.)

Metal Ceilings
(See Ceilings.)

Metal Novelties
Cook Co., H. C., The, Ansonia, Ct.
Novelty Mfg. Co., Waterbury, Ct.

Metal Polish
(See Polish.)

Metals, Embossed
Novelty Mfg. Co., Waterbury, Ct.

Metals, Perforated
Clinton Wire Cloth Co., Clinton, Mass.
Novelty Mfg. Co., Waterbury, Ct.

Micrometers
Starrett Co., L. S., Athol, Mass.

Milk and Cream Testers
American Hardware Mfg. Co., 1208 Fulton St., Ottawa, Ill.

Milk Bottle Rack
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.

Mincing Knives
Arcade Mfg. Co., Freeport, Ill.
Smith & Hemenway Co., 108 Duane St., New York.

Mirrors, Adjustable
Novelty Mfg. Co., Waterbury, Ct.

Miter Boxes
(See Boxes.)

Molders' Tools
Dobson, Wm., Canastota, N. Y.

Mop Wringers
Dana Mfg. Co., Cincinnati, O.
Eagle Cooperage Wks., Circleville, O.
Ely Mfg. Co., Theo. J., Girard, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
White Mop Wringer Co., Fultonville, N. Y.

Mops
Arcade Mfg. Co., Freeport, Ill.
Eagle Cooperage Wks., Circleville, O.
Estes Mill, Fall River, Mass.

Motor Cars
(See Automobiles.)

Motor Cycle Supplies
Motor Car Equipment Co., 55 Warren St., New York.

Motors, Electric
Bates & Bro. Co., D. L., The, Dayton, O.

Motors, Water
Bates & Bro. Co., D. L., The, Dayton, O.
Lippincott, W. M. & I. Dept., Newark, N. J.

Moulding Hooks
Forsyth Mfg. Co., 308 Terrace St., Buffalo, N. Y.
Williamson Wire Nov. Co., C. T., 56 Badger Ave., Newark, N. J.

Mouse Traps
Abingdon Trap Co., The, Abingdon, Ill.
Animal Trap Co., Lititz, Pa.
Hotchkiss, E. S., Bridgeport, Ct.

Mowers
(See Horse; see Lawn.)

Nail Clips
(See Clippers.)

Nail Pullers
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Morrill, Chas., 275 Broadway, N. Y.
Smith & Hemenway, 108-110 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Nail Sets
Johnson, Wm., Newark, N. J.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Tuck Mfg. Co., Brockton, Mass.

Nails, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Nails, Horseshoe
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Nails, Picture
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Rubber Head
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Nails, Upholstery
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Neck Rein Holders
Read Mfg. Co., O. B, Troy, N. Y.

Needles, Machine
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.

Nippers
(See Pliers and Nippers.)

Nut Crackers
Arcade Mfg. Co., Freeport, Ill.

Nuts
(See Bolts and Nuts.)

Oil, Axle
Miller Co., Frank, 349 W. 26th St., New York.

Oil Cans, Spout and Faucet
Wall Mfg. Supply Co., P., Allegheny, Pa.

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Oil Cups
(See Lubricating Appliances.)
Oilers
American, Tube & Stamping Co. Bridgeport, Ct.
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., Pa., Allegheny, Pa.
Oilers, Force Pump
Bloomer, R. E., Keithsburg, Ill.
Maple City Mfg. Co., Monmouth, Ill.
Oil, Lubricating
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
Three-in-One Oil Co., 42 Broadway, New York.
Oil Stones
Carborundum Co., Niagara Falls, N.Y
Pike Mfg. Co., Pike, N. H.
Oil Stoves
(See Stoves.)
Optical Goods
Manasse, L., 88 Madison St., Chicago, Ill.
Oyster Knives
Johnson, Wm., Newark, N. J.
Packing
(See Rubber.)
Padlocks
Miller Lock Co., Philadelphia, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Pails, Dairy
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Pails, Dinner
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Paint, Asphalt
Stowell Mfg. Co., Jersey City, N. J.
Paint Brushes
(See Brushes.)
Paint Remover
(See Varnish Remover.)
Paint, Silica Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Paint, Wall Coating
Alabastine Co., Grand Rapids, Mich.
Paints, Enamels, etc.
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Hammond, E., Fishkill-on-Hudson, N. Y.
Martin-Senour Co., The, 2514 Quarry St., Chicago.
Papers, Building and Roofing
Barrett Mfg. Co., New York.
Hewitt & Bros., O. B., 48 Beekman St., New York.
Paper, Hardware Wrapping
Hewitt & Bros., O. B., 48 Beekman St., New York.
Paring Knives
Smith & Hemenway Co., 108 Duane St., New York.
Paste, Powder
Hoyt, Arthur S., W. Broadway and Chambers St., New York.
Patents
Peck, Hubert E., 625 F St., Washington, D. C.
Pavement, Filler
Barrett Mfg. Co., New York.
Pencil Points, Engravers'
Carborundum Co., Niagara Falls, N.Y.
Perforated Metal
(See Metals.)
Picture Cord Wire
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Wright Wire Co., Worcester, Mass.
Picture Hooks
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Picture Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pineapple Eye Clip
Harvey Mfg. Co., 549 Granite Bldg., Rochester, N. Y.
Pineapple Eyer
Yawman & Knapp Mfg. Co., Rochester, N. Y.
Pins, Escutcheon
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pipe Cutters
Barnes Tool Co., New Haven, Ct.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Hangers, Steel
(See Hangers.)
Pipe Hooks and Straps
Berger Bros. Co., 231-237 Arch St., Philadelphia, Pa.
Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Taps, Reamers and Drills
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Vises
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Pistols
(See also Revolvers.)
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Pitch
Barrett Mfg. Co., New York.
Planes
Chapin-Stephens Co., Pine Meadow, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Plate Cleaners
Lasher Mfg. Co., Davenport, Ia.
Planters, Corn, etc.
Sheffield Mfg. Co., Burr Oak, Mich.
Planters, Potato
Sheffield Mfg. Co., Burr Oak, Mich.
Plated Ware, Nickel
(Knives and Forks.)
Union Cutlery & Hardware Co., Unionville, Ct.
Plated Ware, Silver
(Knives and Forks.)
Union Cutlery & Hdw. Co., Unionville, Ct.
Plated Ware, Silver
American Silver Co., Bristol, Ct.
Associated Silver Co., 152-158 Lake St., Chicago, Ill.
International Silver Co., Meriden, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Pliers and Nippers
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Johnson, Wm., Newark, N. J.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Morril, Chas., 275 Broadway, New York.
Smith & Hemenway Co., 108 Duane St., New York.
Schollhorn Co., Wm., New Haven, Ct.
Utica Drop Forge & Tool Co., Utica, N. Y.
Plows
Syracuse Chilled Plow Co., Syracuse, N. Y.
Plumb Bobs
Reading Hardware Co., Reading, Pa.
Starrett Co., L. S., Athol, Mass.
Tower & Lyon Co., 95 Chambers St., New York.
Plumbers' Brass Goods
Landers, Frary & Clark, New Britain, Ct.
Plumbers' Tools
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Pocket Knives
Northfield Knife Co., Northfield, Ct.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Police Supplies
Tower & Lyon Co., 95 Chambers St., New York.
Polish, Stove
Black Silk Stove Polish Works, Sterling, Ill.
Dixon Crucible Co., Jos., Jersey City, N. J.
Nickel Plate Stove Polish Co., Chicago, Ill.
Porcelain Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Post Hole Diggers
(See Augers.)
Pot Covers, Kitchen
Lasher Mfg. Co., Davenport, Ia.
Pot Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Poultry Netting
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Powder
Aetna Powder Co., The, Chicago, Ill.
Presses, Meat and Fruit
Erie Specialty Co., Erie, Pa.
Pruning Shears
(See Shears.)
Pry Bar and Nail Puller
Bonner Mfg. Co., C. E., Chrisman, Ill.
Pumps
Myers & Bro., F. E., Ashland, O.
Punches, Belt
Bemis & Call Hdw. & Tool Co., Springfield, Mass.
Lowentraut, Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Schollhorn Co., Wm., New Haven, Ct.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Punches, Conductors'
Bridgeport Hardware Co., Bridgeport, Ct.
Johnson, Wm., Newark, N. J.
Lowentraut, Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Schollhorn Co., Wm., New Haven.
Punches, Hand
Morrill, Chas., 275 Broadway, N. Y.
Push Carts
Syracuse Chilled Plow Co., Syracuse, N. Y.
Push Plates
Griffin Mfg. Co., The, Erie, Pa.
Putty Knives
Smith & Hemenway Co., 108 Duane St., New York.
Rake, Self-Cleaning
Cronk & Carrier Mfg. Co., The, Elmira, N. Y.
Rakes
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Ranges
(See Stoves.)
Ratchet Drills
Billings & Spencer Co., Hartford, Ct.
Ratchet Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St. Boston, Mass.
Rat Traps
Abingdon Trap Co., The, Abingdon, Ill.
Hotchkiss, E. S., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Worcester Wire Novelty Co., Canton, O.
Razor Blade Holder
(See Razor Stroppers, Safety.)
Razor Guards
Weiss, L. T., 297 Taaffe Place, Brooklyn, N. Y.
Razor Hones
Carborundum Co., The, Niagara Falls, N. Y.
Droescher, S. R., 79 Warren St., New York.
Pike Mfg. Co., Pike, N. H.
Razor Stropper, Safety
Bestgen & Co., J. G., 161 Summer St., Boston, Mass.
Perfection Mfg. Co., 7 Water St., Boston, Mass.
Razor Strops
Kampfe Bros., 8 Reade St., N. Y.
Eddy Mfg. Co., Worcester, Mass.
Razors
Droescher, S. R., 79 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Razors, Corn
Kampfe Bros., 8 Reade St., N. Y.
Razors, Safety
American Safety Razor Co., 320 Broadway, N. Y.

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Gem Cutlery Co., 34 Reade St., New York.
Kampfe Bros., 8 Reade St., N. Y.
Ward Safety Razor Co., 751 Star Bldg., Chicago.

Reamers
Brown & Sharpe Mfg. Co., Providence, R. I.
Tuck Mfg. Co., Brockton, Mass.

Recording Instruments
Bristol Co., Waterbury, Ct.

Reels
(See Fishing Reels.)

Refrigerator Basket
Burlington Basket Co., Burlington, Ia.

Refrigerator Drip Pan
Gem Mfg. Co., Chelsea Station, Boston, Mass.

Refrigerator Trimmings
Arcade Mfg. Co., Freeport, Ill.
Brass Goods Mfg. Co., Brooklyn, N. Y.

Refrigerators
Herrick Refrigerator Co., Waterloo, Ia.

Registers, Wall and Floor
Berger, L. D., 59 No. Second St., Philadelphia, Pa.

Reloading Tools
Union Hdw. Co., Torrington, Ct.

Revolvers
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Johnson's Arms & Cycle Wks., Iver, 163 River St., Fitchburg, Mass.

Riddles
(See Screens.) (Foundry Riddles.)

Rifles
Hamilton Rifle Co., Plymouth, Mich.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Rifles, Air
Daisy Mfg. Co., 280 Union St., Plymouth, Mich.

Rivet Machines
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Riveting Machines
Root Bros. Co., The, Plymouth, O.

Riveting Machines, Hand
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Rivets
Garland Nut & Rivet Co., Pittsburg, Pa.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Townsend Co., C. C. & B. P., New Brighton, Pa.

Roller Skates
(See Skates.)

Roof Coating, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Roofing Felts
Barrett Mfg. Co., New York.
Stowell Mfg. Co., Jersey City, N. J.

Roofing Paper
(See Paper.)

Roofing, Slate
Johnson Co., B. J., 38 Park Row, New York.

Roofings, Prepared
Barrett Mfg. Co., New York.
Berger, L. D., 59 North 24 St., Philadelphia, Pa.
Stowell Mfg. Co.; Jersey City, N. J.

Rope
(See Cordage.)

Rubber Fruit Jar Rings
Buckley Rubber Co., J. W., 69 Warren St., New York.

Rubber Force Cups
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Goods, Mechanical
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Mats
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Matting
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Packing
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Tips, Cane and Crutch
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Slotted Screw
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tubing
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rules
Chapin-Stephens Co., Pine Meadow, Ct.
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Stanley Rule & Level Co., New Britain, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Sad Irons, Asbestos
Dover Mfg. Co., Canal Dover, O.

Safety Razors
(See Razors.)

Salamanders
Drouve Co., G., Bridgeport, Ct.

Sand Paper
(See Emery Paper.)
(See Carborundum Paper & Cloth.)

Sash Balances
Pullman Mfg. Co., Rochester, N. Y.

Sash Chains
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community Co., Oneida, N.Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Sash Cord
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Sash Fasteners
(See Fasteners.)

Sash Hangers
(See Hangers.)

Sash Lifts
Columbian Hdw. Co., Cleveland, O.
Griffin Mfg. Co., The, Erie, Pa.

Sash Locks
Champion Safety Lock Co., Geneva, O.
Ives Co., H. B., New Haven, Ct.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Shelby Spring Hinge Co., Shelby, O.
Taylor Mfg. Co., Hartford, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Sash Pulleys
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Saw Clamp
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Saw Handles, Cross-Cut
Ely Mfg. Co., Theo. J., Girard, Pa.

Saw Jointer
Pike Mfg. Co., Pike, N. H.

Saw Sets and Tools
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Morrill, Chas., 275 Broadway, N.Y.C.
Smith & Hemenway Co., 108 Duane St., New York.

Sawing Machines (Hand and Foot Power)
Barnes Tool Co., New Haven, Ct.

Saws, Hack
Millers Falls Co., 28 Warren St., New York.
Union Hardware Co., Torrington, Ct.

Saws, Hand, etc.
Norvell-Shapleigh Hardware Co., St. Louis, Mo.
Simonds Mfg. Co., Fitchburg, Mass.

Saws, Ice
Gifford-Wood Co., Hudson, N. Y.

Saws, Keyhole
Bridgeport Hdw. Mfg. Co., The, Bridgeport, Ct.

Scales
Landers, Frary & Clark, New Britain, Ct.
Osgood Scale Co., Binghamton, N.Y.
Pelouze Scale & Mfg. Co., 403-13 Ohio St., Chicago, Ill.
Reading Hdw. Co., Reading, Pa.
Stimpson Scale & Mfg. Co., 100 Park Place, Northville, Mich.

Scissors
(See Shears.)

Scissors Grinder
Buck, V. P., 82 Lincoln St., Boston, Mass.

Scrapers, Floor and Cabinet
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Fox Mfg. Co., 185 Second St., Milwaukee, Wis.
Hurley Machine Co., 153 So. Jefferson St., Chicago, Ill.

Scrapers, Foot
Reading Hdw. Co., Reading, Pa.

Screen and Window Hangers
(See Hangers.)

Screens, Coal, Sand, etc.
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Screens, Window
Sherwood Metal Working Co., Syracuse, N. Y.

Screw Drivers
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., The, Hartford, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Johnson, Wm., Newark, N. J.
North Bros. Mfg. Co., Phila., Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Tuck Mfg. Co., Brockton, Mass.

Screw Machine Products to 1 in. Diameter
Barnes Co., Wallace, The.

Screw Pulleys
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Screws, Coach and Lag
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Hand and Bench
Chapin-Stephens Co., Pine Meadow, Ct.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Reading Hardware Co., Reading, Pa.

Screws, Machine and Cap
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Wood
Parker Co., Chas., The, Meriden, Ct.

Scribes, Timber
Bemis & Call Hdw. & Tool Co., Springfield, Mass.

Scythes
North Wayne Tool Co., Hallowell, Me.

Scythe Stones and Whetstones
Carborundum Co., Niagara Falls, N.Y.
Cleveland Stone Co., Cleveland, O.
Pike Mfg. Co., Pike, N. H.

Separators, Dairy Cream
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Sharpeners
(See Articles.)

Shears and Scissors
Atlas Shear Co., Bridgeport, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Heinisch's Sons Co., R., Newark, N. J.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Wiss & Sons Co., J., Newark, N. J.

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Shears, Grass
Smith & Hemenway Co., 108 Duane St., New York.
Shears, Pruning
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Shears, Sheep
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Smith & Hemenway Co., 108 Duane St., New York.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Sheet Metal Specialties
Bridgeport Wire Goods Co., Bridgeport, Ct.
Shelf Boxes
(See Boxes.)
Shelf Ladders
(See Ladders.)
Shellac Bleachers
Berry Bros., Ltd., Detroit, Mich.
Shelving, Hardware
Warren Mfg. Co., J. D., Chicago, Ill.
Shingle Gauge
(See Gauges.)
Shoe Holder and Polisher
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.
Shoe Lasts and Stands
Root Bros. Co., The, Plymouth, O.
Shot Guns
(See Guns.)
Shovels, Spades and Scoops
Avery Stamping Co., Cleveland, O.
Show Cases
Grand Rapids Fixtures Co., Grand Rapids, Mich.
Signs, Decalcomania
Meyercord Co., The, Chamber of Commerce, Chicago, Ill.
Silverware
(See Plated Ware.)
Sink Brushes, Wire
Bigelow, J. F., Worcester, Mass.
Sink Cleaners
Bridgeport Wire Goods Co., Bridgeport, Ct.
Sink Strainers
(See Strainers.)
Skate Sharpeners
Smith & Hemenway Co., 108 Duane St., New York.
Skates, Ice
Barney & Berry, Springfield, Mass.
New York Sporting Goods Co., 17 Warren St., New York.
Union Hdw. Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Skates, Roller
Barney & Berry, Springfield, Mass.
Chicago Roller Skate Co., 65 S. Canal St., Chicago, Ill.
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
New York Sporting Goods Co., 17 Warren St., New York.
Richardson Ball Bearing Skate Co., 501 Wells St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.
Skirt Hangers
(See Hangers.)
Skylight Gearing
Drouve Co., G., Bridgeport, Ct.
Sleds
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.
Sleeve Boards
Eclipse Mfg. Co., No. Girard, Pa.
Snow Shovels
Avery Stamping Co., Cleveland, O.
Solderene
Solderene Co., 53 State St., Boston, Mass.
Solderene Flux Sticks
Solderene Co., 53 State St., Boston, Mass.
Solderene Paste
Solderene Co., 53 State St., Boston, Mass.
Solderene Sticks, Aluminum
Solderene Co., 53 State St., Boston, Mass.
Soldering Coppers
Clendennin Bros., Baltimore, Md.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.
Soldering Furnace, Kerosene
Barnes Tool Co., New Haven, Ct.
Soldering Furnaces
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.
Soldering Sets
Arcade Mfg. Co., Freeport, Ill.
Spark Guards, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Spoke Shaves
Johnson, Wm., Newark, N. J.
Stanley Rule & Level Co., New Britain, Ct.
Spoons and Forks
(See Plated Ware.)
Spoons, Tinned
Atlas Mfg. Co., New Haven, Ct.
Sporting Goods
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Draper-Maynard Co., Plymouth, N. H.
New York Sporting Goods Co., 17 Warren St., New York.
Spraying Machines
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, O.
Spring Hinges
(See Hinges.)
Springs
Barnes Co., Wallace, The, Bristol, Ct.
Tuck Mfg. Co., Brockton, Mass.
Springs, Door
Middletown Mfg. Co., Middletown, O.
Sprockets, Cycle and Automobile
Baldwin Chain Mfg. Co., The, Worcester, Mass.
Squares, Steel
Nicholls Mfg. Co., Ottumwa, Ia.
Russell & Erwin Mfg. Co., New Britain, Ct.
Squares, Try, Mitre, etc.
Stanley Rule & Level Co., New Britain, Ct.
Starrett Co., L. S., Athol, Mass.
Union Cutlery & Hardware Co., Unionville, Ct.
Stamping, Sheet Metal
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Mossberg Co., Frank, Attleboro, Mass.
Tuck Mfg. Co., Brockton, Mass.
Staple Puller, Fence
Bonner Mfg. Co., C. E., Chrisman, Ill
Utica Drop Forge & Tool Co., Utica, N. Y.
Staples, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Wright Wire Co., Worcester, Mass.
Steak Pounders
Arcade Mfg. Co., Freeport, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.
Steam Cooker and Baker
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Ohio Cooker Co., The, Toledo, O.
Steel
American Tube & Stamping Co., Bridgeport, Ct.
Steel Stampings, Cold Rolled
Advance Mfg. Co., Racine Junction, Wis.
American Tube & Stamping Co., Bridgeport, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Grimn Mfg. Co., The, Erie, Pa.
Mossberg Co., Frank Attleboro, Mass.
Steel Ware, Cooking
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Step Ladders
(See Ladders.)
Stocks and Dies
Armstrong Mfg. Co., Bridgeport, Ct.
Stove Lusta, Self Shining
Crosby & Co., Detroit, Mich.
Stove Polish
(See Polish.)
Stove Trucks
(See Trucks.)
Stoves, Oil and Gasoline
Taylor & Boggis Fdy. Co., Cleveland, O.
Strainers, Tea and Coffee
Porter Machine & Stamping Works, Gregory, Mich.
Strainers, Sink
Andrews Wire & Iron Wks., Rockford, Ill.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Strawberry Huller
Stephens & Co., Windsor, Waltham, Mass.
Stretchers, Fence
(See Wire Stretchers.)
Strops
(See Razor Straps.)
Sweepers, Lawn and Walk
Greene Mfg. Co., Springfield, O.
Swimming Devices
Ayvad Mfg. Co., Hoboken, N. J.
Swings, Porch and Lawn
National Ventilator Co., 149 South Jefferson St., Chicago, Ill.
Table Ware
(See Plated Ware.)
Tackle Blocks
(See Blocks.)
Tacks, Brass Head
American Ring Co., Waterbury, Ct.
Tacks, Copper
Hussey & Co., C. G., Pittsburg, Pa.
Tamale Kettles
(See Kettles.)
Tanks
(See Articles.)
Tapes, Measuring
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Starrett Co., L. S., Athol, Mass.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Tapping Machines for Street Mains
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Taps and Dies
Armstrong Mfg. Co., Bridgeport, Ct.
Telescopes
Kirtland Bros. Co., Dept. H, 90 Chambers St., New York.
Tempering Powder
Phillips-Lamitte Co., Penn Bldg., Philadelphia, Pa.
Thumb Tacks
Hawkes-Jackson Co., 82 Duane St., New York.
Ties, Horse and Cow
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Tiling Spades
Iwan Bros., Streator, Ill.
Tin Boxes, Cash, Bond, etc.
(See Boxes.)
Toasters, Bread
Apex Specialty Co.
Middletown Mfg. Co., Middletown, O.
Standard Stamp'g Co., Maryville, O.
Tongs, Machinist
Barnes Tool Co., New Haven, Ct.
Tool Bags
(See Articles.)
Tool Chests and Cabinets
American Tool Chest Co., 209 W. Houston St., New York.
Tool Racks
Herrick Co., F. A., Jackson, Mich.

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Tool Steel
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Tools
(See Articles.)
Torches, Engine
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.
Torches, Plumbers'
Clayton & Lambert Mfg. Co., Detroit, Mich.
Turner Brass Works, 61 Park Ave., Sycamore, Ill.
Torches, Outdoor, Gasoline
Turner Brass Works, 61 Park Ave., Sycamore, Ill.
Towel Bars
Taplin Mfg. Co, The, New Britain, Ct.
Traps
(See Articles.)
Trays, Crumb
Buffalo Mfg. Co., Buffalo, N. Y.
Tree Guards
Buffalo Wire Wks. Co., Buffalo, N.Y.
Wright Wire Co., Worcester, Mass.
Trellis Work
Wright Wire Co., Worcester, Mass.
Trolley Tracks, Overhead
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.
Trouser Hanger
See Hangers.)
Trowels, Masons'
Johnson, Wm., Newark, N. J.
Trowels, Garden
Avery Stamping Co., Cleveland, O.
Johnson, Wm., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Trucks, Factory
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Trucks, Hand
Clark Co., Geo. P., The, Windsor Locks, Ct.
Trucks, Nail Keg
Peck-Hamre Mfg. Co., The, Berlin, Wis.
Trucks, Stove
Arcade Mfg. Co., Freeport, Ill.
Tubing, Steel
American Tube & Stamping Co., Bridgeport, Ct.
Shelby Steel Tube Co., Pittsburg, Pa.
Turnbuckles
Merrill Bros., Maspeth, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Twines
(See also Cordage.)
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Twist Drills
(See Drills.)
Valves and Fittings
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Valves and Plungers
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Myers & Bro., F. E., Ashland, O.
Valves, Pump
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Varnishes
Adams & Elting Co., Chicago, Ill.
Berry Bros., Ltd., Detroit, Mich.
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Martin-Senour Co., The, 2514 Quarry St., Chicago, Ill.
Ventilating Irons
Drouve Co., G., Bridgeport, Ct.
Ventilators
Drouve Co., G., Bridgeport, Ct.
Iwan Bros., Streator, Ill.
Middletown Mfg. Co., Middletown, O.
Ventilators, Revolving
Berger Bros. Co., Philadelphia, Pa.
Vises
Abernathy Vise & Tool Co., 331 Englewood Ave., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Parker Co., Chas., Meriden, Ct.
Rock Island Tool Co., Rock Island, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Williams & Co., J. H., Brooklyn, N. Y.
Waffle Irons
Ely Mfg. Co., Theo. J., Girard, Pa.
Reading Hardware Co., Reading, Pa.
Wagon Jacks
(See Jacks.)
Wagons, Coaster
Hunt, Helm, Ferris & Co., Harvard, Ill.
Wagons, Delivery
Sycamore Wagon Works, 109 Edward St., Sycamore, Ill.
Wash Boilers
Berger, L. D., 59 North St., Philadelphia, Pa.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Wash Tubs
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Washer Cutters
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Washers
Griffin Mfg. Co., The, Erie, Pa.
Washers, Friction
Barnes Co., Wallace, The, Bristol, Ct.
Washing Machines
Boss Washing Machine Co., Cincinnati, O.
Brammer Mfg. Co., H. F., 1469 W. Second St., Davenport, Ia.
Eagle Tool Co., The, Dept. S, Cincinnati, O.
Glascock Bros. Mfg. Co., Muncie, Ind.
Standard Mfg. Co., The, Shelby, O.
Waverley Woodenware Wks., St. Joseph, Mo.
White Lily Washer Co., Davenport, Ia.
Washing Machines — Water Motor
American Washer Co., 118 Sydney St., St. Louis, Mo.
Coffield & Son, P. T., Dayton, O.
Waste
Estes Mills, Fall River, Mass.
Watches
New Haven Clock Co., New Haven, Ct.
Water Coolers
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Water Motors
(See Motors.)
Weaners
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Welding Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Welding Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Well Wheels
Reading Hardware Co., Reading, Pa.
Union Elevator & Machine Co., 144 Ontario St., Chicago, Ill.
Wheelbarrows
McWhinnie Wheelbarrow Works, Poughkeepsie, N. Y.
Syracuse Chilled Plow Co., Syracuse, N. Y.
Whip Display Rack
Best, John H., Galva, Ill.
Wholesalers, Gen'l Mdse.
Butler Bros., Chicago, Ill.
Wicking
Estes Mills, Fall River, Mass.
Window Cleaners
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.
Window Cord
See Sash Cord.)
Window Fasteners
(See Sash Fasteners.)
Window Locks, Ventilating
Holland Mfg. Co., Florence, Mass.
Window Operating Devices
Drouve Co., G., Bridgeport, Ct.
Window Signs
(See Decalcomania Signs.)
Window Screens
(See Screens.)
Wire, Barbed
Keystone Steel & Wire Co., Peoria, Ill.
Wire Baskets
(See Baskets.)
Wire Chains
(See Chains.)
Wire Cloth
Buffalo Wire Works Co., Buffalo, N. Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Wire Cloth Cabinet
Roller Cabinet Wks., Sterling, Ill.
Wire Clothes Line
(See Clothes Line.)
Wire Cutters
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Wire-Drawing Machinery
Wright Wire Co., Worcester, Mass.
Wire Fences
(See Fencing, Iron and Wire.)
Wire Goods
Andrew Wire & Iron Wks., Rockford, Ill.
Bridgeport Wire Goods Co., Bridgeport, Ct.
Buffalo Wire Works Co., Buffalo, N. Y.
Parker Wire Goods Co., Worcester, Mass.
Wire Lathing
(See Lathing.)
Wire Nails
(See Nails.)
Wire Mats
(See Mats.)
Wire Pliers
Bonner Mfg. Co., C. E., Chrisman, Ill.
Wire Reels
Eureka Fence Co., Richmond, Ind.
Mossberg Co., Frank, Attleboro, Mass.
Wire Rope, Iron and Steel
Wright Wire Co., Worcester, Mass.
Wire Specialties
(See Articles.)
Wire Straightening Machines
Shuster Co., F. B., The, New Haven, Ct.
Wire Stretchers
Arcade Mfg. Co., Freeport, Ill.
Burgess-Norton Mfg. Co., Geneva, Ill.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Keystone Steel & Wire Co., Peoria, Ill.
Spring Steel Fence & Wire Co., Anderson, Ind.
Wood Screws
(See Screws.)
Wrench, Reversible Chain
Bonner Mfg. Co., C. E., Chrisman, Ill.
Williams & Co., J. H., Brooklyn, N. Y.
Wrenches
Barnes Tool Co., New Haven, Ct.
Bemis & Call Hardware & Tool Co., Springfield, Mass.
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Coes Wrench Co., Worcester, Mass.
Irland Pipe Wrench Co., 15 Court Sq., Boston, Mass.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Mossberg Co., Frank, Attleboro, Mass.
Page-Storms Drop Forge Co., Springfield, Mass.
Russell & Erwin Mfg. Co., New Britain, Ct.
Star Mfg. Co., Carpentersville, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Vandegrift Mfg. Co., Shelbyville, Ind.
Walworth Mfg. Co., 128-136 Federal Bldg., Boston, Mass.
Wrenches, Fittings
Williams & Co., J. H., Brooklyn, N. Y.
Wringers
(See Articles.)
Yarn, Lath and Fodder
Columbian Rope Co., Auburn, N. Y.

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Send for latest
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Advertised extensively. Mounted on display cards. Dealer's profit, 100 per cent. Sold by 100 Hardware and 300 Saddlery Jobbers. If yours hasn't them, order of Saddlery Jobber. Write for 48-page catalog.

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"EASY"
"NEW EASY"
"ALLEN-RANDALL"

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6 Ashland St., Everett, Mass., U. S. A.

THE AJAX SELF WITHDRAWING WOOD BORING MACHINE



does not require a special auger
Will bore to any depth strong and durable.. All important parts of malleable iron. --
Sold by the wholesale hardware trade

AJAX MANUFACTURING CO.
PITTSBURGH, PA.

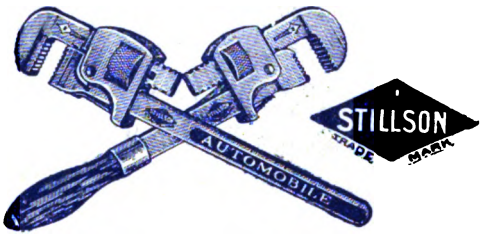
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IT IS A GUARANTEE of Quality and your Protection Against Inferior Imitations



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WRITE FOR RED BOOKLET OF TOOLS

RAZOR HONES

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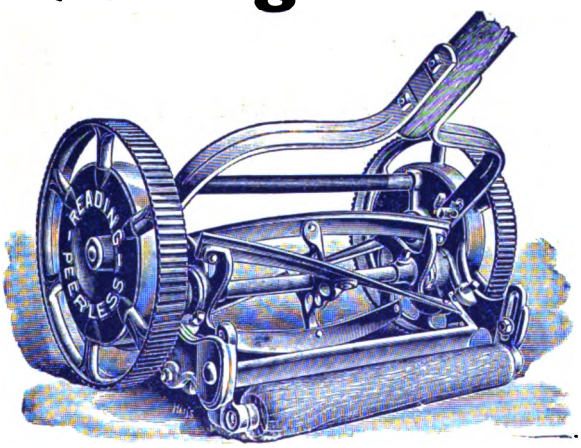
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Reading Lawn Mowers



Complete line of up-to-date Mowers with and without Ball-Bearings.
Finest materials and workmanship.
Send for Catalogue and Prices.

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PHILADELPHIA: 617 Market Street
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INVINCIBLE

A First-Class Rubber Hose, 7½ cents per foot

¾-inch 3-ply wound with heavy steel wire, complete with brass couplings and bands. WE FULLY WARRANT this hose for the season of 1908, and will replace any proving defective. We will be pleased to have you favor us with an order for a sample length, and have you give it a thorough trial, before you place your order for this season's hose. **Send for illustrated alogue of Rubber Goods and Fittings.**

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Are uniform Are economical
Are just right

them, try them, and satisfy
self that they are as we say
as their name signifies—all ST

MILLERS FALLS CO., 28 Warren Street, New Yo

COW TIES

See page 693. Made by BRIDGEPORT CHAIN CO., Bridgeport, Conn.

INSIST ON HAVING BROWN WELDLESS Sold by WIEBUSCH & HILGER, LTD., New York, N. Y. See page 693.

Nicholson File Company

General Offices: Providence, R. I., U. S. A.



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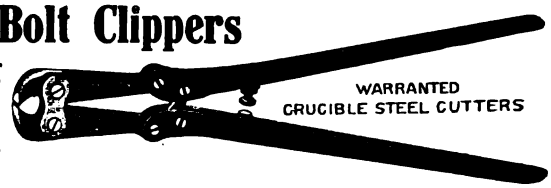
ELM CITY End Cutting Bolt Clippers

Cuts 3-8 in. Bolts. Interchangeable parts. 24 in. long. Japanned Handles. A practical tool for Harness Makers, Boat and Wagon Builders, Structural Iron Workers, Blacksmiths, Etc.

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THE WM. SCHOLLHORN CO., New Haven, Conn.

Makers of Bernard's Patents, Bernard, Paragon, Lodi and Excelsior Pliers, Punches, Nippers and Dividers



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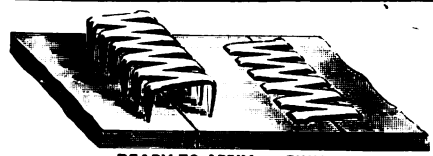
REG. U. S. PAT. OFFICE.

is a well established, standard article, sold almost entirely through supply houses.

Do You Carry a Stock? It Will Pay

Ask for Dealers Proposition AA

THE BRISTOL CO., Waterbury, Conn. NEW YORK CHICAGO





Mr. Merchant:

We are advertising KINGFISHER lines direct to customers in 25 popular magazines. This means talking direct to 25 million people. We receive thousands of requests for prices. If you handle KINGFISHER lines and want this business, tell us and we will refer customers in your town to you.

E. J. MARTIN'S SONS, 1½ Kingfisher St., Rockville, Conn.

GEM Nail Clipper



Big sales and big profits. Everybody wants the Gem Nail Clipper—a simple little two-inch device that cuts and trims nails and hangnails quickly and evenly. It is well advertised and is meeting with large sales everywhere. Sells for 25c. The new sterling silver handled Clipper retails for $1.00. Each price allows a wide margin of profit.

A handsome metallic display standard free to dealers. Write for prices.

THE H. C. COOK CO., Ansonia, Conn.

Temporary Office: 505 Scott Street, San Francisco



The McCabe Expansion Bolt

For fastening all kinds of construction to brick or stone it is unequaled.

The McCabe Hanger Mfg. Co. - - New York

JOHN SOMMER'S PERFECTION RED CEDAR FAUCETS

First Quality Warranted Finely Finished

Made out of the Best Selected Florida Red Cedar. Only the Genuine are stamped in the wood, with our trade-mark—MALTESE CROSS.

Write for prices on all kinds of Wood Faucets.

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355-365 CENTRAL AVENUE NEWARK, N. J.

COVERT MFG. CO., Troy, N. Y.



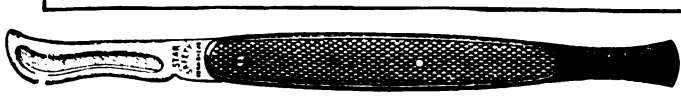
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We manufacture all styles and sizes of Harness Snaps, Chain, Rope and Web Goods, etc.

Write for complete catalogue

Sold by all Jobbers at best discounts

BOSTON, Mass.



WHY SHOULD YOU SUFFE

Be Your Own Chiropodist

THE STAR SAFETY CORN RAZOR Price $1.00. Full descriptive circular mailed on req

KAMPFE BROS., 8 READE ST., NEW YORK CITY, Mfrs. Star Safety Shaving Raz

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A Pleased Dealer INDIA OILSTONES PAY! A Satisfied Custo
Made in 59 different shapes and sizes and Coarse, Medium and Fine Grits. Send for Price List, Dept. B.
Manufacturers: NORTON CO., Worcester, Mass. Selling Agents: PIKE MFG. CO., Pike

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HARDWARE DEALERS MAGAZINE

Published by Daniel T. Mallett at 253 Broadway, New York



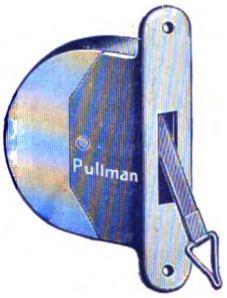
Vol. 29 | BUYERS' REFERENCE TO ADVERTISEMENTS—PAGES 1128-37 | Whole No

ROMMER SPRING HINGE

ding Brazed Steel

MFG. SUPPLY COMPANY
Allegheny, Pa.





Pullman Sash Balances

Have you tried them?

Easier to install than weights, and
No unsightly cords or chain to show

Let us send you our complete catalogue of Hardware Specialties

Ask also about our Screen Door Checks

PULLMAN MFG. CO.

PULLMAN COURT - ROCHESTER, N. Y.

Oldest and Largest Manufacturers of Spring Sash Balances in the World

WE MAKE SETS FOR ALL KINDS OF SAWS



No. 3. For Cross Cut and Circular Saws. Single Tooth.
No. 4. For Double Tooth Saws.
No. 5. For Timber and Board Saws.

CHAS. MORRILL, 275 Broadway, New York

1908—WHOLESALE HARDWARE DIRECTORY—1908

FOURTEENTH ANNUAL EDITION

The Information given in this Directory consists of a brief description of the Wholesale Hardware Houses of the United States and Canada; giving the **Date Established; Capital Stock, if Incorporated; Territory Covered; Lines of Goods Handled, etc.**

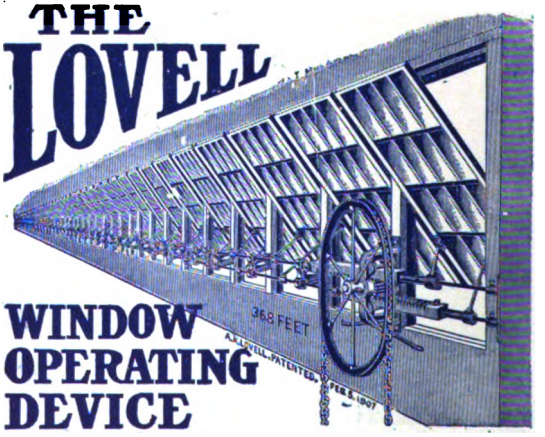
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YOURSELF, OURSELVES and the CUSTOMER

Every hardware house catering for builders' hardware should have circulars of the LOVELL WINDOW OPERATOR. Easy to install, simple of operation. Just the thing for power-houses, mills and buildings of all kinds where long lines of sash or windows are to be operated. Send us your inquiries and orders.



The G. Drouve Company, Bridgeport, Conn.

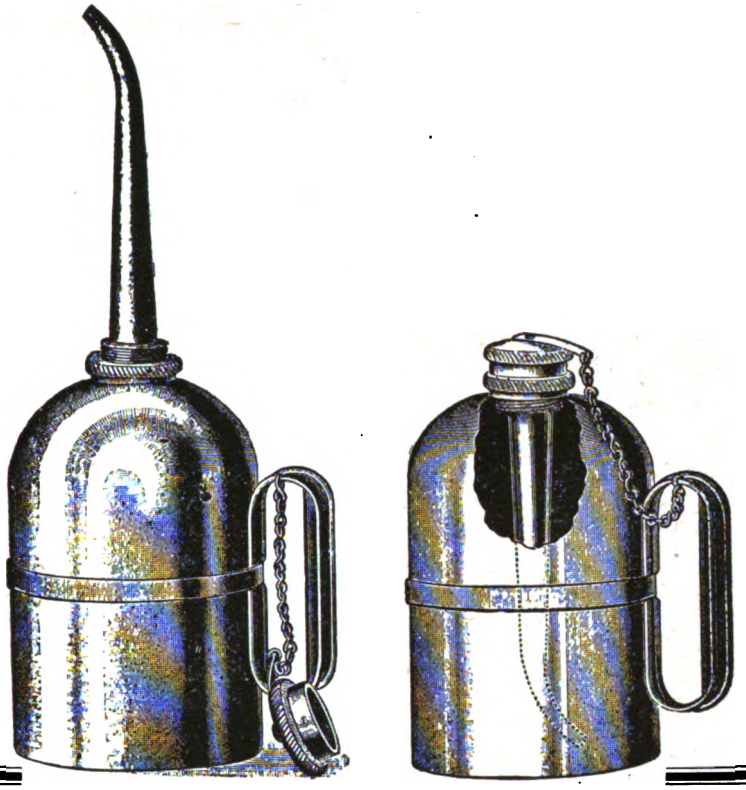
Western Office: 40 Dearborn St., Chicago, Ill.

Manufacturers of the "Anti-Pluvius" Skylight, Drying Stoves, Ventilators

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PADLOCKS

All Uses
All Sizes



The "Automobile" Can

For Gasolene, Benzine, Naphtha, Alcohol, Etc.

HAS A CAPACITY OF ONE GALLON

No automobilist can afford to be without one, as it will help to carry him **at least ten miles** and prevent being "held up" on some "lone" country road for **lack of gasolene** in the tank; the usual experience of many who indulge in long rides without knowing where they are coming out.

THE SPOUT, as shown by the illustrations on this page, when not in use is inverted and concealed inside the can, the **hermetical** screw cap preserving the **volatile** and **explosive** properties of the contents.

Heavily Nickel-Plated and Beautifully Finished

Copperized and Nickel-Plated OILERS, LAMPS, and OILER SETS

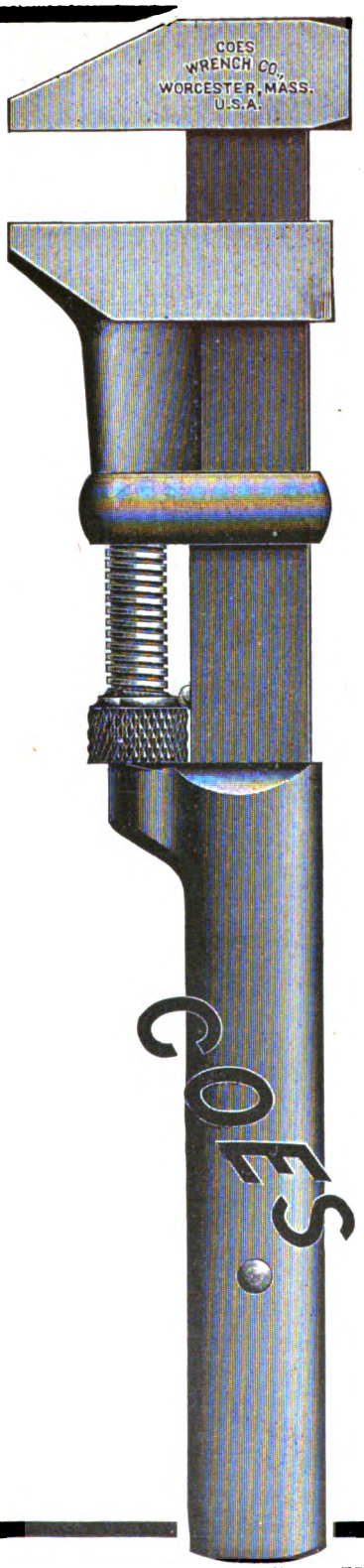
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The American Tube & Stamping Co.

NEW YORK OFFICE, 100 Broadway :: BRIDGEPORT, CONN.

Cable Address: "Wilmothobe," Bridgeport. Codes: Lieber's and A B C, 4th Edition.

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WE SAVE YOU 30%

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YOU may be able to save as much as 5 per cent. on the first cost of a wrench if you buy a "just-as-good" (?) substitute for the "Coes."

¶ But you're sure to lose at least 30 per cent. in strength, serviceability, durability and actual wrench worth.

¶ That is, while you may pay 5 per cent. **more** for the **genuine "Coes"** you are certain to get 30 per cent. **less trouble** and 30 per cent. **more service** out of the **original** than you can ever get out of **any** imitation, no matter what the price.

¶ Remember that wrench making is a fine art with us; we've been at it nearly seventy years. And every year of the seventy has brought some improvement—some closer approach to wrench perfection.

¶ Don't let your dealer wheedle you into buying a "Near-Coes" or a "Coes Pattern," or anything else in the wrench line, **except the Genuine Coes Wrench.** Look for the Star Trade Mark on the package.

¶ Made in five styles and forty-nine sizes, which range from 4 inches to 48 inches—one or more of them will meet your wrench needs. By the way—write for our Wrench Book.

COES WRENCH COMPANY
Worcester, Mass.

AGENTS { J. C. McCARTY & CO., - - 21 Murray Street, New York
{ JOHN H. GRAHAM & CO., 113 Chambers Street, New York

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THE LOUNGING CLERK
He is just as useful as *undistributed* printed matter.

What about it ?

OUT of the 35,000 Hardware Dealers in this country many hundreds are now customers of the Advertising Service which we furnish gratis to those who carry

Yale Locks,
Yale Night Latches,
Yale Padlocks and
Y & T Blount Door Checks

in stock and wish to push their sale.

You very probably have received one of our books of Advertising Suggestions.

What did *you* do with this book that was so thoroughly worked over?

Did you read it and heed it?

Did you realize that it was an earnest attempt to give you the best possible assistance?

Or did you toss it aside as carelessly as you would last week's newspaper?

If you read it, did you follow to the last letter, and persistently, the suggestions it made?

Did you avail yourself of all the opportunities it offered?

Remember, you would surely not let your clerks loaf as shown in the above picture.

Did you order the printed and other matter, and then let it lie slumbering behind your counter?

(Note the box of good business-bringing printed matter under his right foot earning nothing.)

You would not have let it slumber if you had known its real and vital power to make business for you.

If you sent it out and saw results, did you get enthusiastic; send for more; issue circulars of your own; take space in your local newspaper, and push a good thing along?

Did you write to us and ask our advice?

Did you systematize the work?

Did you take charge of it yourself, or put someone else in charge and hold him responsible? (The latter method is very excellent for a busy man *if* the work is given to the right person.)

Next month we are going to tell you a little story about "Mail Order Competition" and suggest how to meet it. Sorry we haven't space for it this time.

We have just received from the printer a pretty interesting and useful book entitled "Getting Yours and a Little More." We are afraid to send it out to all our Customers just yet, as we haven't the force to deal promptly and satisfactorily with the letters of inquiry which would result. If you would like an advance copy, however, we will be glad to send it.

Dealers' Advertising Service

The Yale & Towne Mfg. Company

9 Murray Street, New York

Talk No. 3

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1,000,000 SOLD

In 1908 will be our record

Shrp-Shavr Safety Razors, 25 cts.

"It's all in the Blade"



Value in Blade - -	99 Per Cent.
Value in Frame - - -	1 Per Cent.
Total -	100 Per Cent.

Did you ever see a man shave with *a frame* of a razor? Why invest $4.95 in a Frame and 5 cents in Blades?

Razor complete with Blade, in carton, $2.00 per dozen, delivered through your jobber or direct.

GUARANTEE

Satisfaction or money back, no questions asked.

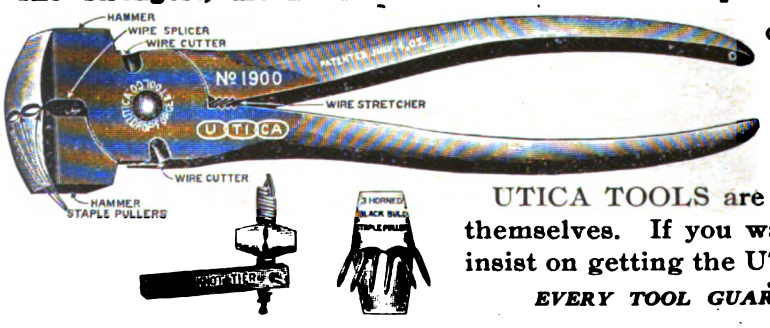
Shrp-Shavr Razor Company **Smith & Hemenway Company**

108-110 DUANE STREET, NEW YORK

See page 586 for interesting article on this little Safety Razor

THE UTICA BLACK BULL STAPLE PULLER

The strongest, the handiest and most durable staple puller made



Only the Genuine bear this Mark

UTICA TRADE MARK

UTICA TOOLS are in a class by themselves. If you want the Best, insist on getting the UTICA Brand.

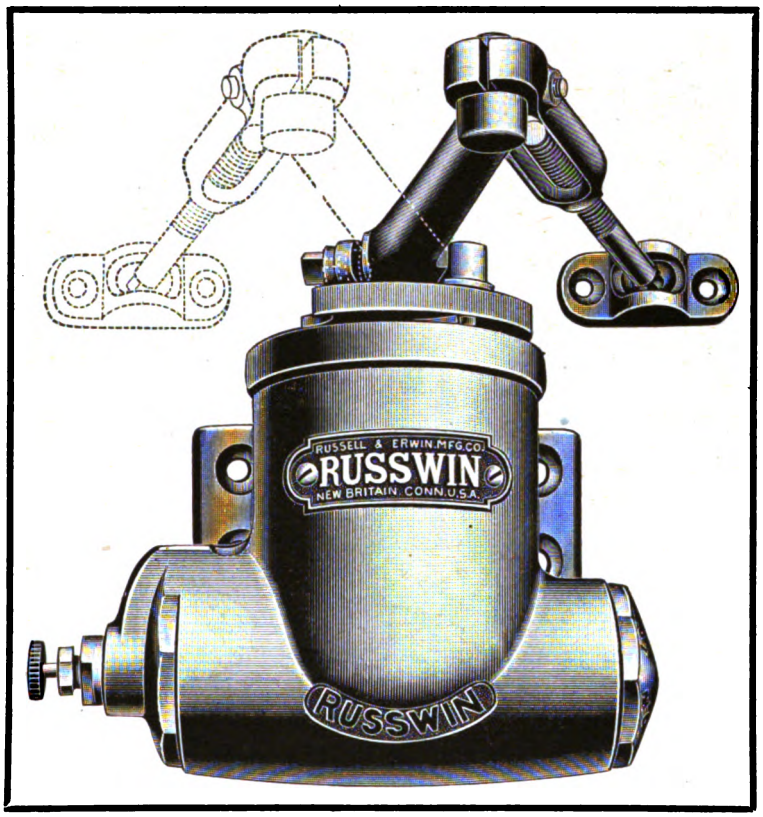
EVERY TOOL GUARANTEED.

Write for PLIER PALMISTRY—A book on Pliers and Nippers and their uses.

NEW YORK OFFICE: 108-110 Duane Street **Utica Drop Forge & Tool Co., Utica, N. Y., U. S. A.**

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RUSSWIN REVERSIBLE LIQUID DOOR CHECK



The Original
Liquid Check which can be applied to
Either Right or Left Hand Doors
Without Reversing
Either the Arm or Spring

Advertising matter bearing your name and address will be furnished on request.

RUSSELL & ERWIN MFG. CO.

NEW BRITAIN, CONN.

NEW YORK — PHILADELPHIA — CHICAGO
WASHINGTON — LONDON — SAN FRANCISCO

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BB BB

"The Little Things"

¶ Everyday trade is in "the little things."

¶ Get the everyday trade and you'll sell more big things—because more folks will see them.

¶ So, as a matter of fact, "the little things" are of FIRST importance to YOU.

¶ That's why you'll be especially interested in our May catalogue, the big feature of which is a special sale of Leaders in the Notions of ALL lines.

¶ **The May Catalogue also shows our Fourth of July** goods complete.

¶ Plenty of other timely helps for ambitious hardware men are in that May catalogue of ours, but the **Special Notion Sale** alone is reason enough for making sure you get a copy.

¶ It's number is K 664. Tell us NOW to send our May catalogue to YOU.

BUTLER BROTHERS

Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis

Sample Houses, BALTIMORE DALLAS

BB BB

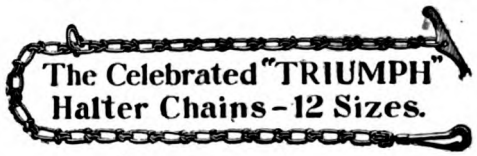
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LET YOUR SALESMEN

KNOW 'EM and SHOW 'EM

Triumph Halter Chains

A-R



The Celebrated "TRIUMPH" Halter Chains—12 Sizes.

A-R

ANTI-RUST FINISH—ALWAYS NEW

"BROWN" TIE-OUT

20 and 30 foot Lengths



4 Sizes of Chain

They are TWICE as STRONG as welded and cheaper

A LONGER PROFIT FOR YOU.
YOUR JOBBER CARRIES 'EM.

Made only by

The Bridgeport Chain Co., Bridgeport, Conn.

Special Representatives:
WIEBUSCH & HILGER, Ltd., New York

Digitized by Google

TRADE NORVELL-SHAPLEIGH HARDWARE CO. DE DIAMOND EDGE. MARK

To Hardware Clerks:

Say, Brother!

Do you know money is made in selling goods? The fellow who knows how to sell them draws a big salary. Great salesmen are the result of the careful cultivation of natural selling ability.

Every month I work out of my system a little pamphlet called *The Gimlet*. It is devoted mostly to selling ideas. Writing *The Gimlet* is not my regular job—I do it on my own time—it is a labor of love. *The Gimlet* is absolutely irresponsible and therefore it emits occasional gleams of truth. **The Gimlet carries a message to all salesmen.**

Washington Avenue, in St. Louis, is one of the great streets of the world. It has a solid mile of large wholesale houses. It represents millions and millions of dollars in sales. Most of the leading men of these houses "got there" through "SUGGESTIVE" selling ability. In the May *Gimlet* I will analyze "SUGGESTIVE" selling ability. If you read it you will say, "I knew all that before." "Yes, but did you ever tell anybody?" That is the call of great writers like me - to say what people think but have never expressed.

I am interested in clerks. They are the "comers." I find the old man puts my *Gimlet* in his pocket and carries it home. He grounds the electric current. I therefore now make a special offer for hardware clerks only: The regular damages for *The Gimlet* are 24 cents per annum – 2 cents per copy. The postage on *The Gimlet* is 1 cent per copy. For 12 cents in stamps I will send *The Gimlet* for one year to any hardware clerk in the world. Send me your name and address. All others regular rates—24 cents. Address

MIKE KINNEY, Teamster and Editor
Care of Norvell-Shapleigh Hardware Co.
ST. LOUIS, MO.

February, March and April have been issued.
An edition weighs just a ton.

NORVELL-SHAPLEIGH HARDWARE COMPANY

Established 1843 ST. LOUIS

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STANLEY

VICTOR

ZIG-ZAG RULES

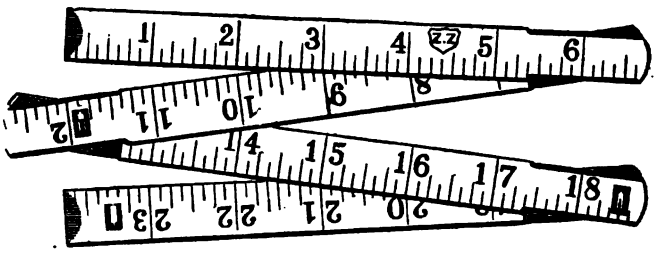
SURE SELLERS

We are now manufacturing a more complete assortment of ZIG-ZAG RULES than ever before.

Your attention is especially called to our latest addition

THE

"VICTOR" ZIG-ZAG RULE



This Rule supplies a demand for a cheaper rule than the "STANLEY" ZIG-ZAG Line, made with the same care and accuracy as the "STANLEY," but not so highly finished.

Sizes—Two to Eight Feet.
Finish—Yellow or White Enamel.

Write for Catalogue

THE STANLEY RULE AND LEVEL CO.

NEW BRITAIN, CONN., U. S. A.

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ONE DOZEN SAMSON SASH CORD

IN addition to furnishing the best quality, we use the greatest care in hanking, packing and labelling our goods. We endeavor to have them reach the dealers in the best possible condition, and to make them as attractive as we can when they are put on sale.

We make everything in the way of braided cord—all sizes, all grades, for all purposes. Sash cord, clothes lines, solid braided rope, ventilator cord, awning line, masons' line, shade line, chalk lines, etc.

Write now for catalogue, samples, and a Spot Cord pencil.

Samson Cordage Works

Boston, Mass.

Digitized by Google

THE

"Universal"

Coffee
Percolator
is the perfection of
the Drip Process



Sectional View Showing the "Universal" Principle

It excels all other ways of making coffee because the percolating process is practically completed before the water boils.

Coffee made in it is easily known by its delicious aroma, its fine flavor, the absence of the bitter taste caused by boiling.

The "Universal" is made in three styles: "Empire" and "Colonial," made of pure aluminum, and a pattern in high grade Enamel Ware, all in four sizes: 4 cups, 6 cups, 9 cups and 14 cups. All parts are interchangeable and can readily be supplied.

Manufactured and Guaranteed by

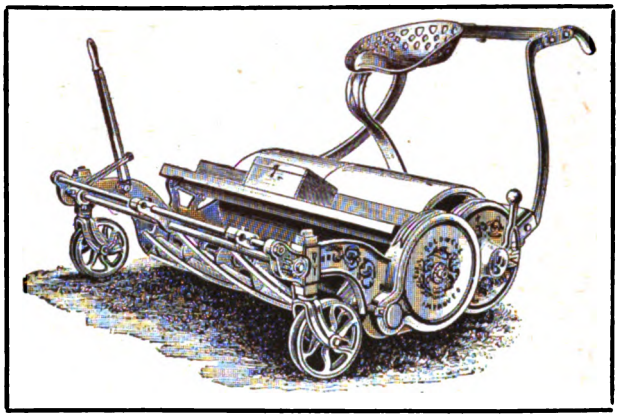
Landers, Frary & Clark, New Britain, Conn., U. S. A.

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Coldwell Lawn Mowers

Hand——HORSE——Motor

USED EXCLUSIVELY ON NEW YORK CITY PARKS

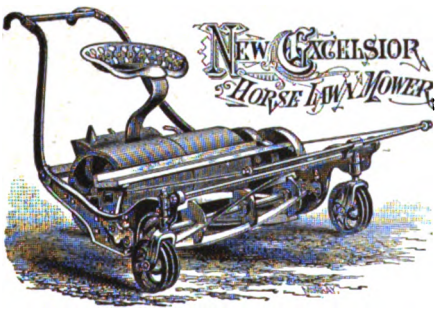


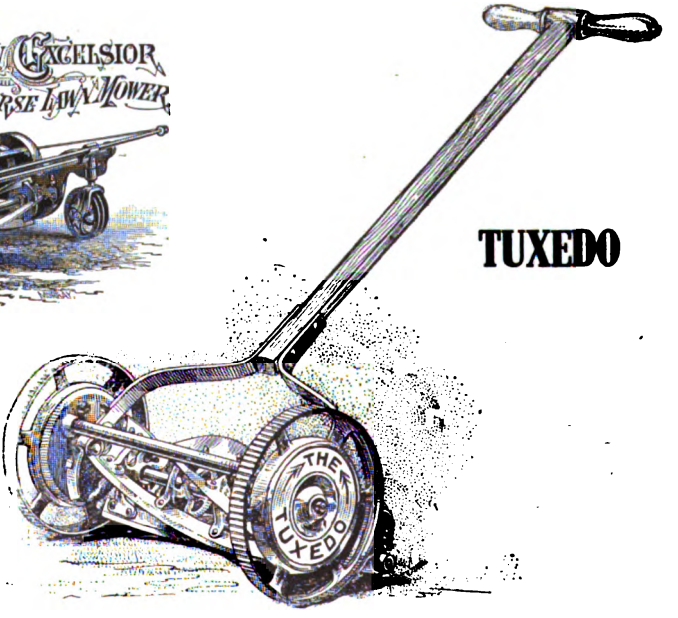
SEND FOR CATALOGUE

Coldwell Lawn Mower Company

NEWBURGH, N. Y.

CHICAGO **PHILADELPHIA** **SAVANNAH**





TUXEDO

Our Catalogue for 1908 now ready. Write us for prices.

Chadborn & Coldwell Mfg. Company

NEWBURGH, NEW YORK

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Alabastine

The Sanitary Wall Coating



66⅔% PROFIT ON INVESTMENT

On purchases of Alabastine of 500 pounds or over in delivered districts and sold at advertised prices, the dealer gets 66⅔ per cent. profit on his investment.

Absolutely the largest profit on any material used for a similar purpose.

Magnificent Volume of Sales

Dealers are selling from three to five times the amount of Alabastine ever sold before as a result of merit of goods and world-wide advertising.

Unquestionably the largest sale of any material used for a similar purpose.

Perfectly Satisfied Customers

This is any dealer's stock in trade or good will and Alabastine's pleased customers are its best advertisements.

Remember you are interested in profit and not price and that goods bought cheap that are known on the market as cheap goods and must be sold cheap do not yield the profit.

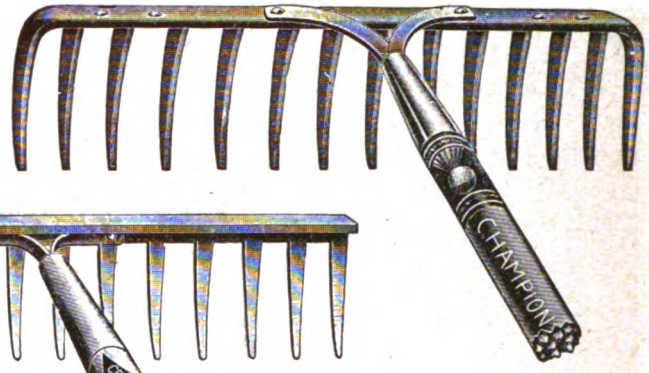
Alabastine is staple and yields a profit.

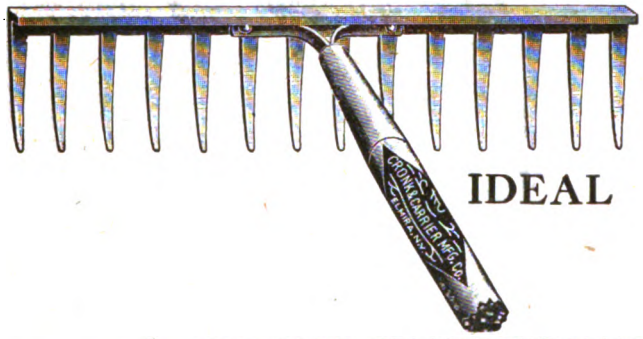
Alabastine Company Grand Rapids, Mich. New York City, N. Y.

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"CRONK" QUALITY—"CRONK" PRICES

CHAMPION





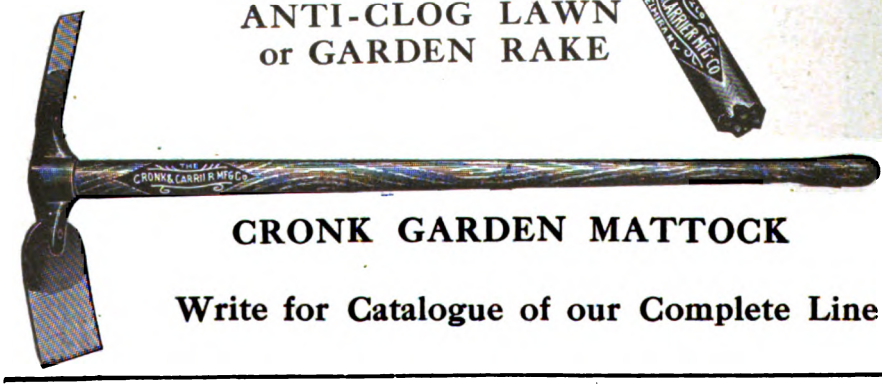
IDEAL

RIVETED WARREN PATTERN HOE





ANTI-CLOG LAWN
or GARDEN RAKE



CRONK GARDEN MATTOCK

Write for Catalogue of our Complete Line

The Cronk & Carrier Mfg. Co.

ELMIRA, N. Y.

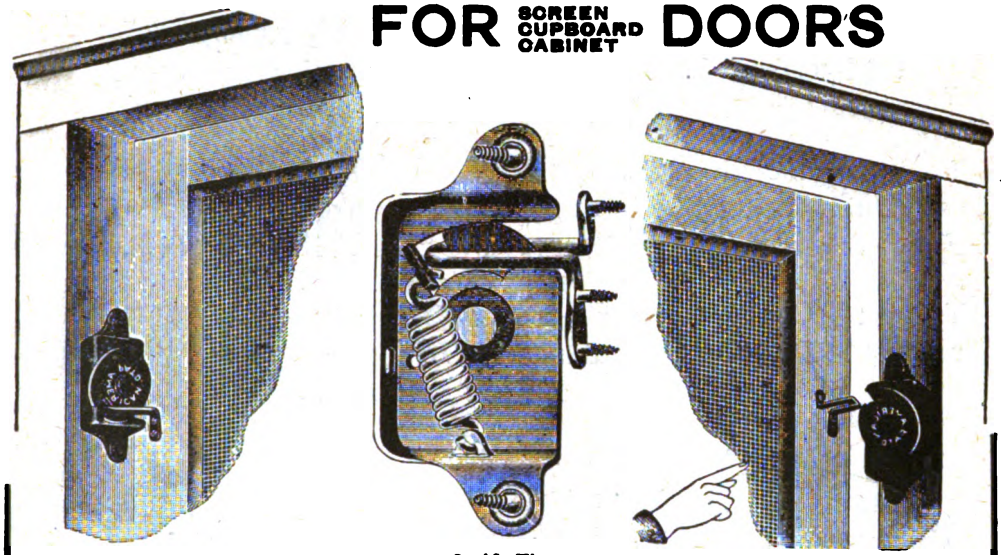
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THE No. 2 IMPROVED **AMERICAN SCREEN DOOR CATCH**

THE FAMOUS WHEEL CATCH

THE CATCH THAT LATCHES - - THE LATCH THAT CATCHES

FOR SCREEN CUPBOARD CABINET DOORS



On Right Hand Door — Inside View. — On Left Hand Door

WELL ADVERTISED—SELLS ON ITS MERITS.

Hardware and Implement Dealers



BE READY

to meet the demand which we are creating for THE

Illinois Dairy Separator

¶ We have just awarded a contract to the *largest advertising agency in the world* for an advertising campaign. To start at once.

This will aggregate many thousand dollars. Bound to bring results to live dealers.

Supreme Among Dairy Separators

Among its Advantages are

Complete Separation — Ease of Cleaning
Ease of Operation — Great Durability
Improved Safety Clutch — Low Down Supply Can
Involute Turbine Disc

BACKED BY OUR GUARANTEE

¶ Because it is made much heavier than any other machine of its kind, has simplest and most highly perfected speed mechanism and built to last from 18 to 20 years.

Write for Catalogue and Prices.

American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

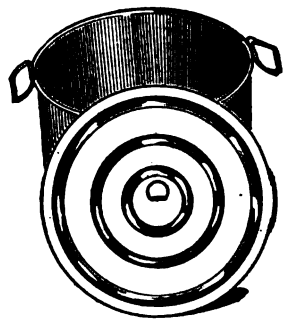
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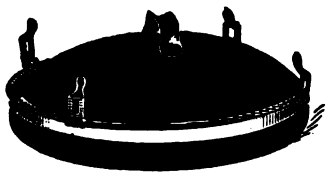
The Kahn Fireless Cooker

The only Fireless Cooker that can successfully accomplish the triple method of Roasting, Dry Cooking, Steaming and Basting.

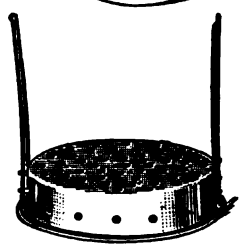
The economic invention of the century. The only scientifically constructed, and absolutely reliable fireless cooker made. Fully covered and protected by the Felix Kahn Patents.

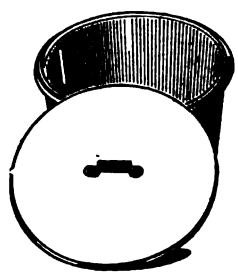
This is the Cooker which was **unqualifiedly endorsed** by the **Commissary Department** of the **United States Army.**











It is an invention based on common sense, and is immediately recognized by the public as the Fireless Cooker which will absolutely do what is claimed. It has many imitators but no competitors. You can easily prove this yourself.

DEALERS everywhere will find that **every KAHN FIRELESS COOKER sold will sell others,** every woman will want one.

WRITE FOR PARTICULARS AT ONCE

KAHN FIRELESS COOKER CO.

35 Congress Street, Boston, Mass.

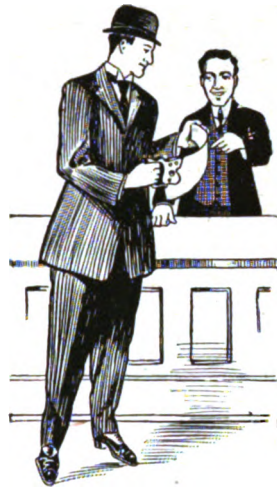
WARREN L. CLARK, Western Sales Agent, Missouri Trust Bldg., St. Louis, Mo.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Easy Money

Try It

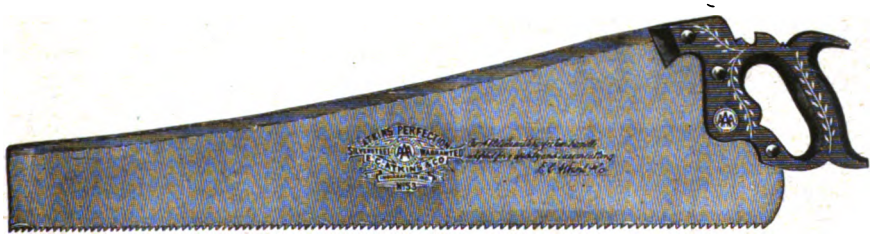


It's all right to sell other Saws if you have to—If some tight-fisted customer who can't see beyond the end of his nose insists on a cheap saw. But most of your trade appreciate good tools and will pay you more money for an

ATKINS SILVER STEEL SAW

It won't require more than thirty-seven words to make your additional profit. Say to your customer, "Here's the cheap saw—but isn't it better to pay a little more for an Atkins and avoid frequent filing and setting and make your work easy all day—every day? Money back if this isn't true."

Other Dealers do it—why not you?
It's easy and it pays.



This is our No. 53. It's as good as it looks.

"We Help You to Sell."

More valuable direct and indirect—personal selling assistance than anyone else can or will give you.

You expect to sell Atkins Silver Steel Saws some day.

Why not begin now—to-day. Write your Jobber, our nearest Branch House or our Home Office.

E. C. ATKINS & CO., Inc.

The Silver Steel Saw People

Branches { Atlanta, Chicago, Memphis, Minneapolis, New Orleans, New York City, Portland, San Francisco, Seattle, Hamilton, Ont.

Home Office and Factory
Indianapolis

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Manning-Bowman Alcohol Gas Stove



Makes Its Own Gas

No. 76 Stove

For Denatured Alcohol

Hot Meals Without Hot Kitchens

Sufficiently powerful to prepare as complete a dinner on the dining table as on the kitchen gas range.

ACCESSORIES USED WITH THIS STOVE:

Chafing Dish **Cutlet Dish** **Flagon** **Tea Pot**
Tea Kettle **Waiter** **Plate Warmer** **Toaster**
"Meteor" Coffee Percolator

Absolutely Non-Explosive

The possibilities of chafing-dish cookery have been doubled by the Manning-Bowman Alcohol Gas Stove. It has three times the heating power of the regular chafing-dish lamp, yet regulates to a simmering flame at a touch.



No. 306/76 Alcohol Gas Chafing Dish.

CHAFING DISHES

(With Patent "Ivory" Enameled Food Pans.)

"METEOR"

Circulating Coffee Percolators

Hotel Ware, Bathroom Furnishings, etc.

MANNING, BOWMAN & CO., MERIDEN, CONN.

NEW YORK 25 West Broadway
SAN FRANCISCO 451 Bush Street
CHICAGO 158 State Street

Catalogue No. 53H illustrates complete line

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THIS STOVE BURNS DENATURED ALCOHOL

the new fuel. It is safe, odorless and efficient and overcomes all kerosene troubles.



¶ This practical Marine Cooking Stove requires only one fuel—*Denatured Alcohol*—to start and to burn. It is the most economical of all stoves, consuming only one gallon of alcohol in thirty-five hours per burner. It burns without soot or smoke, is odorless and clean. It is finished so that no part can rust—cannot get out of order and every part is easy to get at. Operated safely in rough weather. Can be fastened down anywhere and holds cooking utensils in place by rails around each burner. The fuel is easily obtained and being in liquid form can be transported and stored in any part of the boat without danger. Made in one, two and three burners.

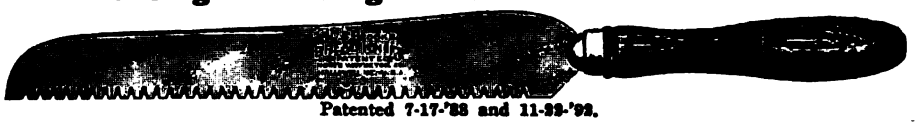
All Hardware dealers should have these stoves in stock. Send for prices and descriptive literature.

ALCOHOL UTILITIES COMPANY

156 West 23d Street, New York

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The Original Non-grind-off-toothed Bread Knife



Patented 7-17-'88 and 11-22-'92.

UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

WHY DON'T YOU SELL SOLID YOUREX SILVER KNIVES, FORKS, SPOONS?

COSTS YOU LESS than the STANDARD plated knife. Is absolutely better than is possible to make a plated knife and looks better after use.



PAYS YOU A BETTER PROFIT than you have ever made on flat ware. Write at once for prices.

ASSOCIATED SILVER COMPANY, 152-158 LAKE ST., CHICAGO, U. S. A.

IT IS NOT EXPERIENCE ALONE THAT MAKES **HEINISCH**



TAILORS' SHEARS, TRIMMERS, SCISSORS, TINNERS' SNIPS, Etc., known everywhere as the

"BEST IN THE WORLD"

But practical improvements that eighty-two years of experience made possible.
It pays to sell Shears of a Known Quality.

R. HEINISCH'S SONS CO., Newark, N. J., U. S. A.

New York Office and Salesroom, 155 Chambers Street.

THERE ARE 600 TO 900 EYES IN EVERY DOZEN PINEAPPLES



PAT. GRANTED APR. 16, 1906

YAWMAN'S PINEAPPLE EYER

removes everyone of those eyes without wasting the fruit. Cuts the cleanest, quickest and simplest of any on the market.

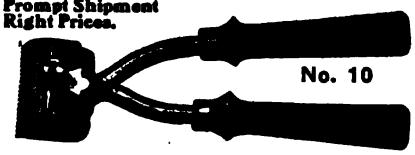
It will pay any merchant to display a card on his counter. We furnish them one dozen on a display card with easel attachment, giving him a handsome profit. Ask your wholesaler.

Mfg. by YAWMAN & KNAPP MFG. CO. Rochester, N. Y.

HOTCHKISS CLIPPERS

Simple in Design
Elegant in Finish

Standard Quality and Workmanship Guaranteed.
Prompt Shipment
Right Prices.



No. 10

Send for Descriptive Catalogue and Prices.

EDWARD S. HOTCHKISS
Railroad Ave., BRIDGEPORT, CONN.

BARRETT'S STANDARD GLASS CUTTERS



25 styles and they all cut. On the market 15 years and used the world over. Cannot we interest you?
Write for prices. **W. L. BARRETT, Mfr., Bristol, Conn., U. S. A.**

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Star Safety Razor

PAR EXCELLENCE



Best by Test for 30 Years

THE only safety razor with a hand-forged and concaved blade that can be automatically stropped. The only safety razor that will remove any kind of a beard with ease, rapidity and comfort to the user.







The Star Safety Razors make customers for the DEALERS

They give absolute satisfaction

The retail prices are strictly maintained for the benefit of the retail dealers.

Star Safety Razors net a larger profit than any other safety razor on the market.

In sets to retail from

$1.50 to $35.00

You can suit the consumer's purse.

We extensively advertise our razors, etc., in all the popular magazines.







Write us for our Agency Proposition, Discounts and Catalogues : : : :

Kampfe Bros.

8-10-12 Reade St., New York

See Our SAFETY CORN RAZOR, Advertised on the Back Cover

Digitized by Google

Make Money by Working with us
Cuts Expense but

IT seems that everybody is using a safety razor nowadays and that most of them are

"Gem" Juniors

There are three important reasons for the astonishing sale of this razor: (1) The wide publicity we are giving it through the popular magazines; (2) the excellence of the razor itself; (3) the mouth to mouth advertising it gets.

Upwards of 15,000,000 readers see the "Gem" Junior announcements every month—big, strikingly-displayed ads that can't fail to get attention.

These ads bring us an enormous number of inquiries direct; they send a host of buyers to dealers.

We want to divert all of the business possible to dealers; but to do it we must have their co-operation. Here, then, Mr. Dealer, is a chance to make good money by working with us.

Put the "Gem" Junior into stock; make a window display; have a demonstration in your store; get a few of the razors sold in your locality. Then, the rest will be easy, because every man who gets a "Gem" Junior is delighted with it. It's "different" from the average safety razor. It cuts without any of the hard, unyielding scraping which some safety razors give. The new bar is a wonder. It causes the edge of the blade to adapt itself to the curves of the face, and gently draws the skin smooth just in advance of the blade.

We Have a Profitable New Bl
Enables You to About

Digitized by Google

on the "Gem" Junior Safety Razor Never Cuts You

This bar is being prominently featured in our magazine and other ads and the public is rapidly becoming acquainted with it. You and your clerks can take it up with telling effect in getting a customer interested in the razor. It is one of the biggest steps ever taken in the perfecting of the safety razor.

We Want You to Get Our Dealers' Proposition

and then put a little personal work on the proposition. Go at it big. It will pay you. Don't start so small that you'll be quickly cleaned out when people commence to order the razors lively. We suggest that you include a few of No. 15 and No. 20—also a few automatic stroppers.

What We Will Do for You

In addition to the magazine advertising we will co-operate with you in many other ways; we will suggest window displays and demonstrations; furnish you with a line of good advertising matter for store distribution; write personal letters to your customers, directing them to your store.

If you are at all skeptical about your ability to handle the best safety razor successfully, *just send for a sample of the "Gem" Junior* and try it yourself. Then you'll be in a better position to recommend it to your customers.

Gem Cutlery Co.

34 Reade St., New York

LONDON:
35 Aldermanbury

HAMBURG:
4 Pickenhuben

ade and Exchange Proposition— Double Your Money

Digitized by Google

AutoStrop THE PERFECTED SAFETY RAZOR

Strops Itself

Any man with Common Sense inside and a Beard outside knows—

1. That a razor will lose its fine cutting edge by the time he has used it through one shave.
2. That if he wants a clean and comfortable shave, he must strop his razor.
3. That to change the blade after each shave is expensive and troublesome.
4. That to take a razor apart to clean is a nuisance. He therefore buys the AutoStrop.

THE "LATEST AND BEST."





AutoStrop Safety Razor Co.
Manufacturers
345 Fifth Ave., NEW YORK

Wiebusch & Hilger, Ltd.
Special Distributors to the Jobbing Trade
92 and 94 Walker St., New York
106 and 110 Lafayette St., New York

WRITE FOR PRICES

Standard Set, as illustrated, consists of Quadruple Silver-Plated Self Stropping Razor—12 AutoStrop Blades—One Horse Hide Strop—All in Handsome Compact Leather Case—Size, 2⅛ x 3 inches.

Digitized by Google



Handy size and exact style of wrapping. Look for trade mark face on each box.



Photo of dollar outfit when opened. Count the 12 blades. Avoid bad imitations.



'Ever-Ready' 12 Bladed Safety Razor $1



EXTRA 'Ever-Ready' BLADES 10 for 50¢

We make and dealers sell more Ever-Ready Safety Razor Sets than all other brands combined.

This page "ad." appears in 30 magazines this month. Facts pay—not claims.

AMERICAN SAFETY RAZOR CO., Inc.
320 BROADWAY, NEW YORK

Canadian Agents: International Distributing Co., 591 St. Catherine St., Montreal, Canada.

Guaranteed BEST with BEST of Guarantees

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QUALITY TELLS | THE ATLAS BRANDS | QUALITY TELLS



No. 163.

Embody All the Essential Features Required in a Good Running Shear, with an Exceptionally Fine Cutting Edge.

Send for Catalog No. 17

THE ATLAS SHEAR COMPANY

CAST SHEARS SCISSORS TINNER SNIPS

BRIDGEPORT, CONN., U. S. A.

Ward Safety Razor

THE SIMPLEST RAZOR EVER MADE

The ONLY SAFETY RAZOR with the NATURAL SLIDING STROKE, cuts the beard and does not scrape it off like a hoe.

ONLY TWO PARTS, HANDLE AND BLADE EASILY CLEANED INSTANTLY ADJUSTABLE



Cut one-half size.

LARGEST PROFIT

Sold only through dealers. All inquiries from our big advertising campaign turned over to dealers in locality from which inquiries are received.

The selling of a WARD RAZOR means a satisfied customer, and we stand back of you in the guarantee.

More WARD RAZORS sold in same length of time on the market, and a smaller percentage returned under the thirty-day absolute guarantee than any other safety razor made.

THE WARD SAFETY RAZOR CO., 751 Star Bldg., 356 Dearborn St., CHICAGO

TUCKS' TOOLS

(BEST IN THE WORLD)



TUCK MFG. CO., Brockton, Mass.



PERFECTION SCISSORS GRINDER

Why be with a pair of dull scissors when any man, woman or child can grind a pair on this Machine in one minute? This Machine works Automatically and is built of the best material; will last a life time; price $15.00. Liberal discount given to the trade.

Manufactured By V. P. BUCK, 82 Lincoln St., BOSTON, MASS.

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REVOLVER DEALERS

should apply to Kirtland Bros. & Company for prices and particulars concerning new line of revolvers.

HIGH FINISH. PERFECT MODEL

ONLY $2.75

32 or 38 Cal. Nickel

Don't pay $4.00 for others no better

Hammerless, $3.25

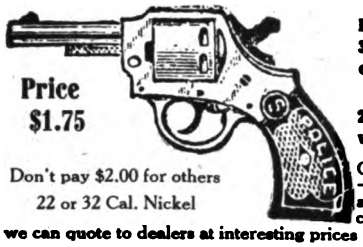
Don't pay $4.50 for others



MACHINE MADE
On Interchangeable System

AUTOMATIC shell ejecting revolvers, guaranteed perfect and well finished goods, 32 and 38calibre, on a base of $2.75 each.

HAMMERLESS automatic shell ejecting revolvers, on a base of 32 or 38 calibre, $3.25 each.



Price $1.75

Don't pay $2.00 for others
22 or 32 Cal. Nickel

Double Action Revolvers, 22 or 32 calibre, $1.75 each.

Single Action, 22 calibre Revolvers, 90 cents.

CARTRIDGES —We also have a new line of cartridges which we can quote to dealers at interesting prices

Apply at once for 4th of July requirements. Address

KIRTLAND BROS. & CO., 90 Chambers St., New York City



Everything in Tin Boxes for the Hardware Trade

MERRIAM MFG. CO.

Durham Conn.

TRADE UN-X-LD MARK

The Kind of Cutlery that has Good Selling Points

¶ Everything in our Cutlery is given the utmost attention before it leaves our hands.

¶ We use only the best of material in its manufacture.

¶ UN-X-LD CUTLERY is made RIGHT and STAYS SO.

¶ There's 50 years' experience in back of that claim.

¶ The price is a little higher than others, but—

¶ When a Hardware Merchant sells UN-X-LD cutlery — there's no dissatisfaction on part of the buyer.

¶ Nothing but satisfaction and words of praise.

¶ There's a good lot of selling points in that.

¶ Suppose we tell you of others?

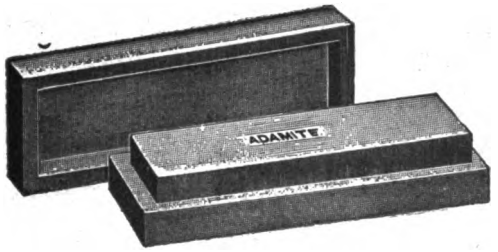


NORTHFIELD KNIFE CO.

Northfield

Conn., U. S. A.

"ADAMITE" OIL STONES



THAT CUT FASTER AND LAST LONGER THAN OTHER MAKES

In all standard shapes and for every purpose. Made from the hardest and toughest electrical product,

"ADAMITE"

ALSO

The Largest Manufacturers of RAZOR HONES in the World

We want responsible Agents everywhere. Send for Catalogues No. 1 and No. 2 and buy direct from the manufacturers.

NIAGARA OIL STONE CO., North Tonawanda, N. Y., U. S. A.

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Safest to handle.



Strength branded on every stick.

GET THE BEST

Aetna Dynamite

Made by

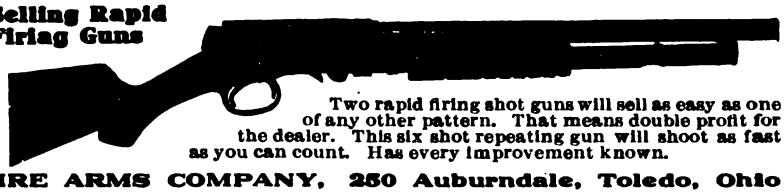
The Aetna Powder Co., Chicago

We do not sell mail order houses

YOU Make Double Profit

List Price $19.00
Write for trade price

Selling Rapid Firing Guns



Two rapid firing shot guns will sell as easy as one of any other pattern. That means double profit for the dealer. This six shot repeating gun will shoot as fast as you can count. Has every improvement known.

THE UNION FIRE ARMS COMPANY, 250 Auburndale, Toledo, Ohio

"VELVET TREAD" Simplest and Strongest

Our Aluminum, Steel and Fiber Wheels have become popular with all skaters.

WE CARRY A FULL LINE OF RINK EQUIPMENTS

CHICAGO ROLLER SKATE CO., 65 So. Canal St., CHICAGO

EVERYTHING for AUTOMOBILE DEALERS AND OWNERS

WE ARE MANUFACTURERS' AGENTS AND DISTRIBUTORS, MANUFACTURERS, IMPORTERS, JOBBERS AND WHOLESALERS OF

AUTOMOBILE *SUPPLIES, MATERIALS, ACCESSORIES AND TOOLS*

WESTERN DISTRIBUTORS OF

CONTINENTAL TIRES *BEST BY EVERY TEST*

WE GIVE YOUR ORDERS
CAREFUL AND ACCURATE SHIPMENT
PRICES THAT ARE RIGHT
PROMPT AND COURTEOUS ATTENTION

EXCELSIOR SUPPLY CO.

Established 1878

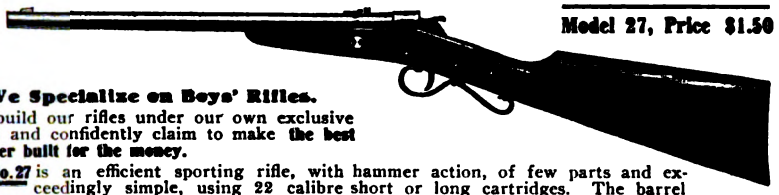
233-235-237 Randolph Street, CHICAGO, ILL.

SEND FOR NEW 1908 CATALOGUE No. 71

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Quick Sellers **HAMILTON 22 Calibre RIFLES** Money Makers



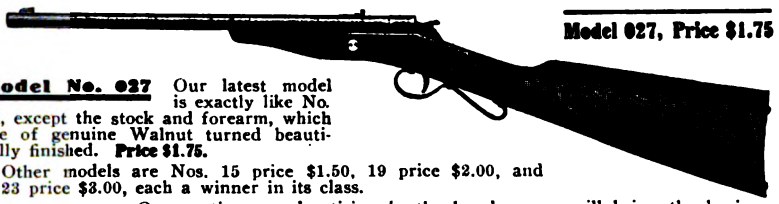
Model 27, Price $1.50

We Specialize on Boys' Rifles.

We build our rifles under our own exclusive patents and confidently claim to make **the best rifle ever built for the money.**

Model No. 27 is an efficient sporting rifle, with hammer action, of few parts and exceedingly simple, using 22 calibre short or long cartridges. The barrel is bronze rifled and steel jacketed, finished in blue black gun finish. Breaks down for loading and ejecting shells. Flat stock and forearm of gum wood. A beautiful model, symmetrical and well balanced. Barrel is 16 inches long, length of rifle over all 30 inches.

Price $1.50



Model 027, Price $1.75

Model No. 027 Our latest model is exactly like No. 27, except the stock and forearm, which are of genuine Walnut turned beautifully finished. **Price $1.75.**

Other models are Nos. 15 price $1.50, 19 price $2.00, and 23 price $3.00, each a winner in its class.

Our continuous advertising in the boys' papers will bring the business to you, as every boy will want one and you should have a stock on hand.

For Trade Prices and Catalogue Address

THE HAMILTON RIFLE COMPANY

Box 203 **PLYMOUTH, MICH., U. S. A.**

THE **H&R**



M/'06

DOUBLE-ACTION MODEL 1906 REVOLVER

is a thoroughly well made, durable and serviceable arm. Light in weight—only ten ounces—and small in size, it is particularly adapted for those who desire a safe and efficient revolver at a moderate price.

An Ideal Noise-Maker for the GLORIOUS FOURTH

Safe for a boy to handle, and has none of the disadvantages of the dangerous toy pistol.

H & R Revolvers are sold by the leading dealers everywhere and are extensively advertised. Order of your jobber early.

Write for Catalog of Revolvers and Single-Barrel Shot Guns

Look for the H&R ARMS CO. target trade-mark

HARRINGTON & RICHARDSON ARMS CO.

222 Park Avenue, **WORCESTER, MASS., U. S. A.**

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Flexible Flyer "The sled that steers"

THE MOST POPULAR SLED IN AMERICA TO-DAY

Sold with satisfaction and profit by thousands of hardware dealers. Our advertising creates demand. Practically indestructible. Will outlast three ordinary sleds. Handsomely finished.
Six sizes—36 to 101 inches long.
FLEXIBLE FLYER RACER, 56 inches long, price $4.25. A new sled built especially for speed.
Write for illustrated catalogue and prices.

S. L. Allen & Co., Box 1100-H, **Philadelphia, Pa.**
Patentees and Manufacturers







Celluloid Colors, Brass, Steel, and Numbers

Solidhed Display sells tacks

Supplied by jobbers
Hawkes-Jackson, Makers, New York

GLASCOCK'S RACERS

"The Money-Makers" For You



The Strongest, Speediest, Most Elegantly Finished Hand Cars on the market. Built in four sizes for both boys and girls. Wood and steel frames. Double and single handles.

Advertised in all the leading magazines for your benefit.

Write for our illustrated catalogue. We have real talking points.

GLASCOCK BROS. MFG. CO., Muncie, Ind.



FREE DISPLAY CASE OFFER

A Proposition That Will Interest Progressive Hardware Dealers

¶ We have absolute faith in Carborundum Sharpening Stones. We know they will sell and keep on selling, if properly displayed.

¶ So we say to you—to every progressive dealer—show your willingness to co-operate with us by ordering a small stock of Sharpening Stones and we will send you a

Handsome Quartered Oak and Plate Glass Display Case, Absolutely Free

¶ Write for details of the proposition. It's worth while.

The Carborundum Co., Niagara Falls, N. Y.

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BARNEY & BERRY



ICE SKATES



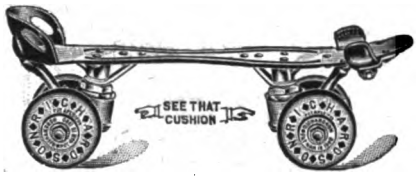
ROLLER

Lead in

Quality, Design, Operation.

Prices right. Catalogs ready.

BARNEY & BERRY, Springfield, Mass., U. S. A.



RICHARDSON

Cushion Frame, Anti-Jar, Ball Bearing

Roller Skates

"The Good Kind," used exclusively in all of the largest and most successful rinks in America. Write for the most complete ROLLER SKATE CATALOGUE ever published. Tells how to open and operate Roller Rinks.

Richardson Ball Bearing Skate Co., 501 Wells Street, Chicago

Union Hardware Company

TORRINGTON, CONN., U. S. A.

New York Office: 95 Chambers Street

Roller Skates

We make all styles. Rink or Extension. Plain or Ball Bearing. Men and Women's



No. 15 Men's Ball Bearing Rink Skate. Hemacite or Steel Rolls.

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"Fun for all *all* the year"



Wabash Express Wagons
Wabash Flyer Wagons
Wabash Coaster Wagons
Wabash Farm Wagons
Wabash Limited Hand Cars
(FOR CHILDREN)

Ask for catalogue and prices through your jobber or direct.

Wabash Manufacturing Company
Wabash, Ind.



We are Sowing Good Seed For a Bumper Crop

WILL YOU HELP US

Reap the Harvest?

We have planned a comprehensive advertising campaign to open early in the Spring and continue throughout the Summer in the leading general and recreation magazines. Thousands of dealers are reaping the benefit of this campaign—Why not you?

The Hawkeye Refrigerator Basket

has a ready sale and the demand is constantly increasing. Picnickers, sportsmen, fishermen, motorists, etc., who use them are always sure of cool, fresh, appetizing food and drink. It's a perfect refrigerator in a strong wicker basket that can be locked. You can't afford to be without this popular business getter. If your jobber can't supply you, write us for illustrated catalog, prices and discounts.

Burlington Basket Co., Main St., Burlington, Iowa

APPLYING
Cow-Ease



IT KEEPS OFF FLIES

A harmless liquid preparation which can be sprayed on horses and cattle and will relieve them from flies. It is a fact that dairymen have noticed a 20 per cent. increase in the flow of milk from a herd of cows after commencing to use Cow-Ease. Cow-Ease has been on the market eight years and gives satisfaction.

Cow-Ease pays the dealer 40% profit.

Cow-Ease is sold F. O. B. Boston, New York, Chicago, Minneapolis and St. Louis. Send for our proposition, it will interest you. Order now of ourselves or our distributors.

SOLE MANUFACTURERS
CARPENTER-MORTON CO., BOSTON, MASS.,
MANUFACTURERS PAINTS AND VARNISHES

CARPENTER-MORTON CO. 77-79 Sudbury St., Boston, Mass.
HIBBARD, SPENCER, BARTLETT & CO. State Street Bridge, Chicago, Ill.
JANNEY, SEMPLE, HILL & CO. 20-36 S. Second St., Minneapolis, Minn.

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THE FORT GEORGE HILL CLIMB

(New York, April 9th)

First contest in 1908 to determine the relative merits of all the leading makes of automobiles, both American and Foreign

SHOWS A SWEEPING VICTORY

for the

"FULL JEWELED"

CORBIN

Thirty H.P. Stock Roadster, selling at $2,500; time, 42 4-5 seconds. Winner in its class, gasoline cars, selling from $2,000 to $3,000. Winner in class open to cars of all types selling for $2,000 or $3,000. Made faster time than any gasoline car selling for $4,500 or less. Defeating the Pope-Hartford, Stoddard-Dayton, Knox, Oldsmobile, Stearns, Simplex and Renault four-cylinder cars; Stearns, Stevens-Duryea and Hotchkiss six-cylinder cars and THIRTY OTHERS.

The Corbin wins because it is a 30 H. P. car that actually delivers 30 H. P. at the rear wheels—because the entire car, motor and transmission runs on imported ball bearings—because the construction of a light-weight car allows the use of none but the best materials.

ASK OWNERS OF CORBIN CARS HOW THEY STAND UP IN EVERY-DAY USE

CORBIN MOTOR VEHICLE CORP'N, New Britain, Conn.

DO IT NOW

NOW IS THE TIME, Mr. Hardware Dealer, for you to get some of that "AUTOMOBILE TRADE." Don't wait until your competitors get it all.

Hardware Dealers all over the country are now increasing their business by handling this splendid and profitable line of Automobile Supplies.

We give liberal discounts to Dealers.

WRITE TO-DAY for our 1908 catalogue and wholesale discount sheet.

The Motor Car Equipment Co.

Manufacturers and Wholesalers of AUTO SUPPLIES

55 Warren Street NEW YORK

ADDRESS DEPARTMENT H

Gilbert Motor Car Accessories

JUST THE LINE FOR HARDWARE TRADE

The Only Ones Worth Your Money

Our Line:

Tire Cases
Tube Cases
Tire Sleeves
Knuckle Boots
Leggings
Crank Holders
Ponchos
Covers
Cape Top Boots
Spare Tire Holders
Tool Rolls
Tool Kits
Plug Cases
Sleeve Protectors
Storm Aprons
Lamp Covers
Racing Helmets
Tire Locks

SEND FOR CATALOG

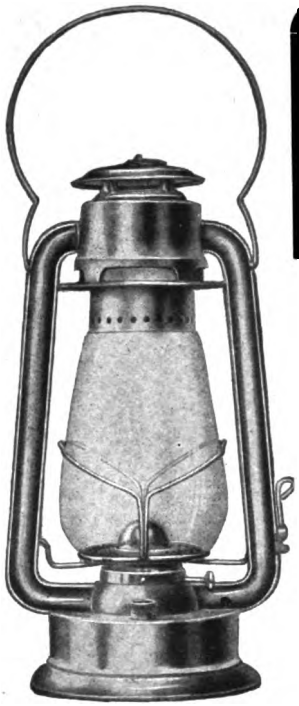


Sold by Leading Firms Everywhere

THE GILBERT MFG. CO.

New Haven, Conn., U. S. A.

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HAM'S "MATCHLESS" No 2 COLD BLAST LANTERN

Remember, HAM'S are the only genuine "COLD BLAST" LANTERNS on the market

That's why they excel all other makes in burning qualities; a thorough comparative test in a strong wind will convince you as to that.

We are not giving away life-sized pictures, but we are making lanterns that have all the latest improvements and we can guarantee them to be perfect in every respect, or we will replace with perfect goods. The old saying "A satisfied customer is the best advertisement," holds good every time you sell a HAM lantern, as they are bound to please.

Think it over. Don't you think it would pay you to handle Ham's Lanterns? They cost no more than inferior goods, still they are worth more.

Let us send you one of our handsome new catalogues. Address "Dept. L."

C. T. HAM MFG. CO.
ROCHESTER, N. Y.

"Ohio" Wire Cushioned Oil Can

Holds 1 gal. and you can see it.
Full heavy Tin Rings, crimped to top and bottom.
Glass may be removed from jacket for cleaning.
Jacket is made of coiled steel spring tinned wire-woven to form a cushion which is practically thump and knock proof. It is the prettiest Can on the market and sells at sight. ½ or 1 dozen per box. Ask your jobber for these goods.



Showing glass jar partially raised for cleaning

(PATENTED)

OHIO LANTERN CO., Tiffin, Ohio, Sole Mfrs.

Goods Well Displayed Are Half Sold When On BEST PORTABLE REVOLVING WHIP RACK AND DISPLAY STAND



Ornamental as well as useful. Displays from ½ to 1½ Gross Whips. Has a Revolving Shelf for Displaying Oils, Grease, Soap, Dressing, Powders, Liniments, Gall Cure, Combs, Brushes, etc., etc. The only Perfect Whip Rack ever made. Shelf is worth half the price of the rack. Whips hanging by the point keep straight, cannot fall out and are kept in order. Gets them down and to the front, where they are seen and sold. The Best Whip Rack is made entirely of steel and iron, bolted and clamped together; is built like a bicycle. Enameled Blue, Painted with Gilt Trimmings. Adjustable from 8 feet to 9 feet 10 inches high. Weight, 80 lbs. Boxed, 100 lbs.

INCREASES SALES OF WHIPS 100 PER CENT.

SHELBYVILLE, Ind., Sept. 4, 1907.
JOHN H. BEST, Galva, Ill.:
Dear Sir—We regard the Best Portable Revolving Whip Rack and Display Stand as the greatest seller of whips that we have ever seen.
Yours respectfully,
J. G. DEPREZ CO.

WINSIDE, Nebr., June 18, 1907.
JOHN H. BEST, Galva, Ill.:
Dear Sir—I have used one of your Portable Revolving Whip Racks and Display Stands about one year, and am satisfied it sold goods enough to pay for itself three times over.
Very truly yours, E. W. CULLEN.

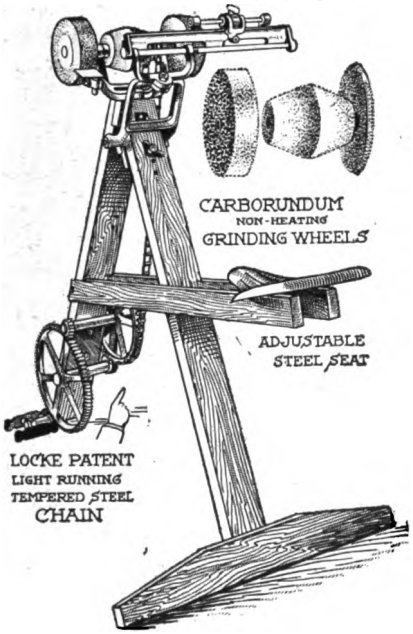
Write for Catalogue and Prices.

JOHN H. BEST, 518 North St., Galva, Ill., U. S. A.

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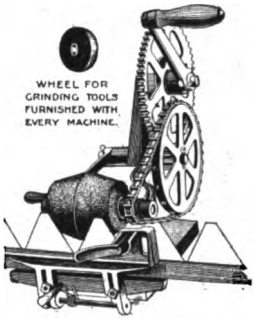


SHALL WE SEND YOU ORDERS FROM YOUR LOCALITY???



20,000 in use.

Last month we offered you a handsome display stand free. This month we offer to send you orders for our Machines. The two herewith shown are being advertised in the farm papers. Orders received from localities where we have dealers are referred to them. Shall we send the orders received from *your* locality to you? Recollect we make a full line of grinders; hand power, foot power, electric, belt and water power for grinding and sharpening of all kinds. Write to us for our full proposition and catalogue.



125,000 sold.

LUTHER BROS. CO., 1014 Carver Ave. MILWAUKEE, WIS.

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

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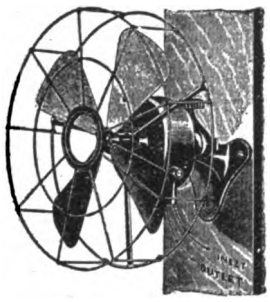
WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES

WE are the oldest and largest manufacturers of skates in the world. Our lines are the most complete on the market, and are made in all styles and grades.

When writing for catalogue please let us know whether you are interested in Ice or Roller Skates.

THE SAMUEL WINSLOW SKATE MFG. CO.
Worcester, Mass., U. S. A.
New York, 84 Chambers St. London, 8 Long Lane, E. C.

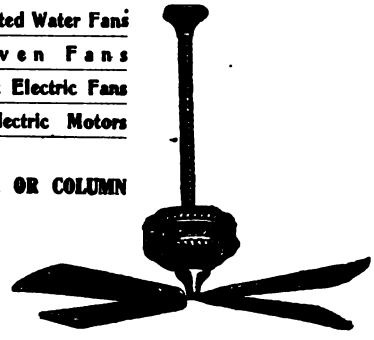


FANS

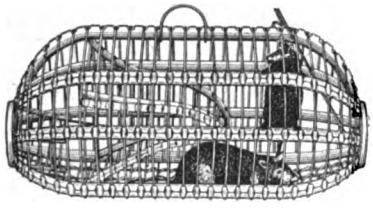
Direct Connected Water Fans
Belt Driven Fans
Direct Current Electric Fans
Water and Electric Motors

FANS FOR CEILING, DESK, WALL OR COLUMN

We guarantee Satisfaction and Low Prices



THE D. L. BATES & BROTHER CO., Dayton, O.



The Hold 'Em DOUBLE METAL RIB RAT TRAP

The only trap made from which escape is impossible. Costs no more than the common laced trap; sells at big profit. No complaints about rats getting out of the Hold 'Em. Ask your jobber for them.

AGENTS { J. C. McCarty & Co., New York, N. Y.
Henry Keidel & Co., Baltimore, Md.
Wm. P. Horn Co., San Francisco, Cal.

Manufactured by **Worcester Wire Novelty Co., Canton, O.**

BIG MONEY HERE FOR DEALERS

THE SANITARY HORSE BRUSH

Sells easily in every locality. A superior brush for grooming horses. It eliminates dust. Keeps the coat sleek and clean. Destroys disease germs and insects. It makes the daily cleaning of the horse a pleasant duty.

The Reservoir in the back does the work

Liberal discounts in quantities. Ask about this.

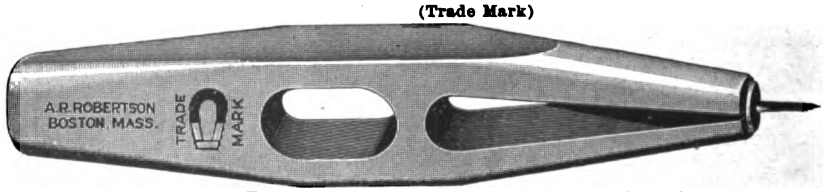
MILWAUKEE DUSTLESS BRUSH CO.
120 Sycamore St., Milwaukee, Wis.



Sent on approval. All charges prepaid.

ROBERTSON "HORSESHOE MAGNET" HAMMERS

(Trade Mark)



TRADE MARK

Every hammer stamped with name and trade mark

For BILL POSTERS, TRAVELING ADVERTISERS, UNDERTAKERS, UPHOLSTERERS, PAPER-HANGERS, Etc. Also Tack Hammer size for household and general use. Forged from fine steel, warranted strong, permanent magnets.

Illustrated price list mailed on request.

ARTHUR R. ROBERTSON, Sole Manufacturer (Owner of the Horseshoe Magnet Trade Marks), 144 Oliver Street, Boston, Mass.

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JUST
WILLIAMSON'S
No. 8082



C. T. WILLIAMSON WIRE NOVELTY CO.
66 BADGER AVENUE, NEWARK, N. J.



IT FITS the POCKET

Our book, No. 41, nearly 800 pages in all, will be mailed free to any dealer who sends his business card. It illustrates thousands of articles for all kinds of Sports, including Guns, Revolvers, Fishing Goods, Canoes, Tennis, Baseball, Golf, and a general line of

SPORTING GOODS

We make a specialty of Tents and Camp Supplies for which there is a growing demand. Our advice to Hardware Dealers is to put in a sample of these goods and you will be surprised at the business you can do.

Single Barrel Guns

We've a mighty low price for the dealer who didn't buy before the manufacturers advanced the prices. Our only object in selling them so low is to take care of our old customers and open a few new accounts with desirable dealers.

Send for Catalogue No. 41 and our trade prices.

NEW YORK SPORTING GOODS CO.
17 WARREN STREET NEW YORK



The CITY JEWEL Mail Box

For city free deliveries.

Finished in a handsome dull black rust-proof baked enamel.

RETAILS FOR 25 and 35 cents

A large proportion of the city trade are looking for a neat and durable house box at a moderate price.

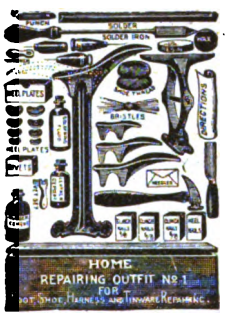
Don't let your competitor be the first to show this box to his trade.

Send to-day for our complete catalog of rural and house boxes.

THE PECK-HAMRE MANUF'G CO.,
Berlin, Wis.

INSIST on your Jobber selling you the "GEM No. 4 with self-closing door" rural mail box. It costs him but a trifle more than the common kind.

COBBLERS' OUTFITS









We are the Originators and Largest Manufacturers

Get Our Prices

THE ROOT BROTHERS CO., Plymouth, O.

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In Cases of 36 Cartons

SELL PASTE

WITHOUT THE WATER

IT'S CLEAN BUSINESS AND CLEAR
LIBERAL PROFIT—when you sell

JELLITAC

THE PASTE IN POWDER FORM

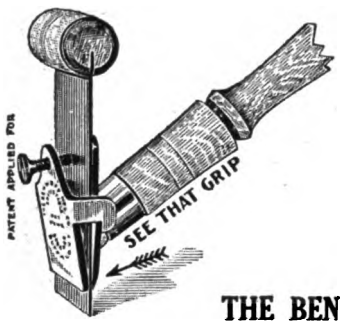
For Paperhangers, Manufacturers, and all who use Paste in their business

A two-pound roll makes a bucket of heavy, wet paste. Instantly prepared with *cold water*. Produces the whitest and cheapest paste obtainable. No loss to the dealer from souring, moulding, lumping, etc. Clean, sanitary, handy. *A Splendid Seller the Year Round.* Write for prices and a full-sized carton free.

ARTHUR S. HOYT, "THE MAN WHO MAKES JELLITAC"

WEST BROADWAY, CORNER CHAMBERS STREET, NEW YORK

THE BENNETT ADJUSTABLE SCRAPER



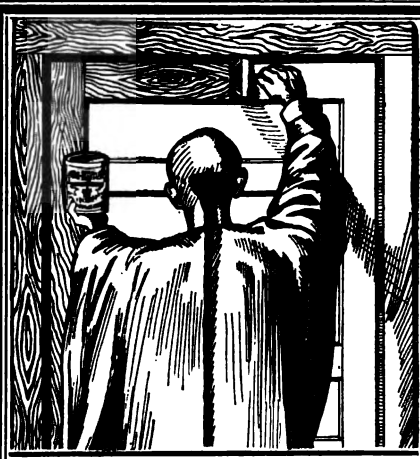
SOLID STEEL. FINE NICKEL FINISH.
RIGID BLADE--NO CHATTER--NO KICK

Use any Blade to the Last Half Inch—Compare it with the Best. **SELLS ON ITS MERITS.**

Position of Blade or Handle Changed Instantly to Suit the Work. No Special Blade Necessary.

MANUFACTURED BY

THE BENNETT MFG. COMPANY, BUFFALO, N. Y.



THE OHIO VARNISH COMPANY
Cleveland, O.

Sole owners of The Chi-Namel Graining, Staining and Varnishing Process.

Are YOU Infringing?

A dealer who handles an imitation of a patented commodity is liable for infringement as well as the manufacturer who makes it.

The Chi-Namel Graining, Staining and Varnishing Process is the only one protected by patents and we now have infringement suits pending against both manufacturers and dealers who are offering to the public imitations of the Chi-Namel Process.

Absolute safety for the dealer therefore lies for the present in investigating the rights of any manufacturer to sell him a Graining Process, before making an investment in same.

We will gladly mail copies of the Chi-Namel Letters Patent to any dealer requesting it.

The Chi-Namel Process is the only always-ready method of graining, staining and varnishing which is practical for successful use in the hands of the house-wife or amateur wood finisher; it interests every one who has a home and consequently appeals to every dealer in Paints or Varnishes.

If there is no Chi-Namel Agency yet established in your community, we shall be glad to explain to you our exclusive agency proposition.

THE OHIO VARNISH COMPANY, Cleveland, Ohio

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NOW IS THE TIME

to place orders for Ice Picks, Cork Screws, Cork Pullers, Ice Cream Dishers, Spoons, Lemon Squeezers, Lime Squeezers for 1908 business.

No. 111
SPRING PICK



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements. Finely illustrated catalogue with prices and discounts will be mailed to all dealers on request.

ERIE SPECIALTY CO., Erie, Pa., U. S. A.

LIQUID GRANITE

FOR FLOORS AND WOODWORK EXPOSED TO SEVERE WEAR

is in a class by itself. There is no varnish so satisfactory to the man that uses it and the man that owns the floor.

Drop us a line and we will send you samples of wood finished with Liquid Granite.

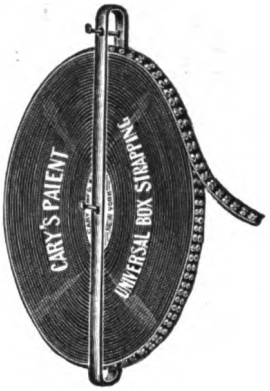
BERRY BROTHERS, Limited

VARNISH MANUFACTURERS

ESTABLISHED 1858

New York 262 Pearl St.	DETROIT	Chicago 48-50 Lake St.
Boston 520 Atlantic Ave.		Cincinnati 420 Main St.
Philadelphia 26-28 N. 4th St.	Canadian Office and Factory	St. Louis 112 So. 4th St.
Baltimore 29 S. Hanover St.	Walkerville, Ont.	San Francisco 668 Howard St.

"There is something good in the worst of us,
And there is something bad in the best of us;
So, it does not behoove any of us
To speak ill of the rest of us."



AN ill word has never been spoken about

CARY'S UNIVERSAL BOX STRAPPING

by any one who has given it a thorough and practical test. Our goods are sold all over the world. By striving to make them better we have made them the best. Catalogue, samples and discounts on application.

Cary Manufacturing Company
19 & 21 ROOSEVELT STREET
NEW YORK CITY

D & M







Our 1908 Line of Baseballs, Bats, Mitts, Gloves, Masks, Uniforms, etc., is ready for the dealer.

Write us to-day so we will be sure to see you with samples. Handle the "D & M Pointer" Brand—a good profit to the dealer and a satisfied customer.

THE DRAPER & MAYNARD CO.
Manufacturers... Plymouth, N. H., U. S. A.

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Give Your Customers "The Horse"

"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With every order for Dixon's Graphite Axle Grease, we will give the dealer a quantity of these booklets to distribute among such customers as are interested in horses. ¶ Get sample copy 55-I of this booklet and see how valuable it is—free on request.

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J.



YOUR stoves will sell much quicker, and at a better price, if polished with Black Kid Stove Polish.

This is the best of all the good stove polishes made.

Six or twelve five-pound cans to a case. Your jobber has it.

SNOW FLAKE AXLE GREASE

MANUFACTURED BY
The Snow Flake Axle Grease Co., Fitchburg, Mass.

Established 1850 Incorporated 1891

Gerts, Lumbard & Co.
Brush Makers

Ask for our Special Hardware Catalogue "G"

208 and 210 Randolph St., CHICAGO, ILL.

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6-5-4 Brings Trade



6-5-4 is so thin that it cannot fill the mesh.
6-5-4 has chemical properties that dissolve rust as water does salt.

and sells the year round at good profit



6-5-4 WILL NOT WASH OFF



6-5-4 is a "repeater;" every can you sell brings you another customer and her friends.

No work. Shines itself.

CROSBY & CO., Detroit, Mich., U.S.A.

THE MARTIN-SENOUR CO.

MAKERS OF

MONARCH HOUSE PAINT — 100 Per Cent. Pure

SENOUR'S FLOOR PAINT — (The Standard Brand)

RED SCHOOL HOUSE PAINT — The Reddest "Red" for Barns, Roofs, &c.

E-Z FLOOR AND FURNITURE STAINT — "Wont mar white" "Bears walking on"

MARTIN'S WHITE ENAMEL — "The white that stays white"

and a Full Line of Paint and Varnish Specialties.



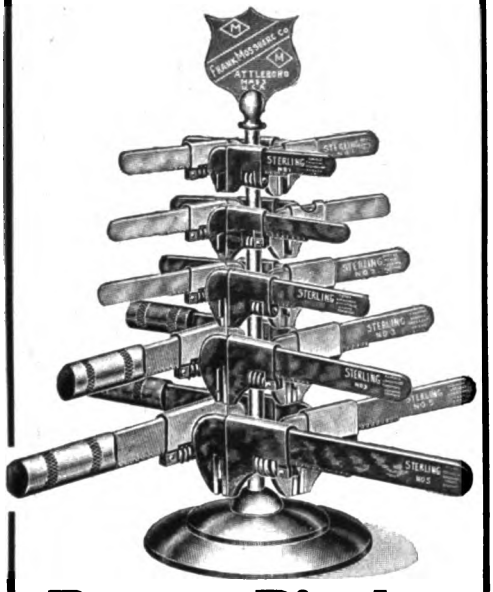
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for our beautiful four-color, illustrated catalogue. We will mail it to you gratis.

2514 to 2520 Quarry Street and Archer Avenue
CHICAGO, ILLS., U. S. A.

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MONTREAL, CANADA

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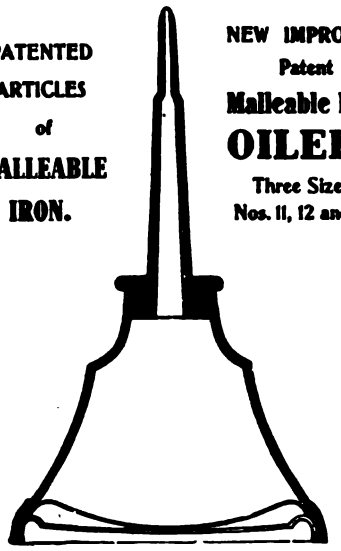


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PRODUCES
Proper Sales

FRANK MOSSBERG CO., Attleboro, Mass.
Chicago: 116 Lake St. San Francisco: 132 Valencia St.

PATENTED ARTICLES of MALLEABLE IRON.

NEW IMPROVED Patent Malleable Iron **OILERS**
Three Sizes, Nos. 11, 12 and 13.



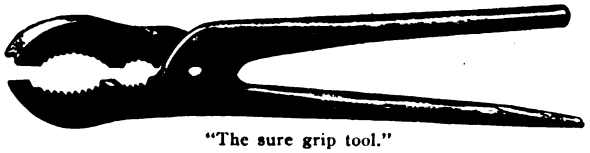
HAMMER'S ADJUSTABLE CLAMPS,
HAMMER'S MALLEABLE IRON OILERS—3 Sizes,
HAMMER'S M. L. HANGING LAMPS.

NEW PATTERN Heavy Screw Clamps. Strongest in the Market. For sale by all the principal Hardware Dealers. Send for Price List.

Malleable Iron Castings of superior quality, and Hardware Specialties in Malleable Iron made to order.

HAMMER & CO., Branford, Conn.

SUPERIOR TO ALL OTHER PLIERS



"The sure grip tool."

High Grade Mechanics Tools. Our Plumbers Tools are all made from high grade steel, and are especially popular. Conductor Punches a special feature.

ALL GOODS FULLY WARRANTED. CATALOGUE ON APPLICATION.

P. LOWENTRAUT MFG. CO.
Factory and Main Office, 36 to 54 Brenner Street, NEWARK, N. J.
Sales Agents, JOHN H. GRAHAM & CO., 113 Chambers Street, New York City.

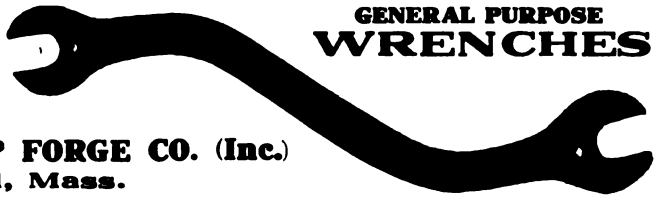


MONTE
WOOD HANDLE
SCREW WRENCH

Hardwood Handle, parts fitted to stay, will not crack or break. Lower Jaw and Handle Shank of one solid piece, with machine steel studs inserted clear to base. Will outlast any ordinary wrench. Write for sample.

MONTE WRENCH CO. 81 N. Pike St., Shelbyville, Indiana

Put up in sets of 5 in a box—⅜ to ½ inch bolts—in finished and semi-finished.
Write for price lists.



GENERAL PURPOSE
WRENCHES

PAGE-STORMS DROP FORGE CO. (Inc.)
Springfield, Mass.

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QUICK SALES

Are always made when you

SHOW A BEMIS & CALL WRENCH

Our Combination Pipe and Nut Wrench is a strong, serviceable combination of a Nut and Pipe Wrench, that enables the mechanic to tackle any kind of a job without the aid or necessity of other wrenches. **Head, Bar and Shank, One Piece Steel Forging. Parts Interchangeable.**

ADJUSTABLE—S—NUT WRENCH

This wrench has become **king of its class,** by its many advantages. The operating nut being of sufficient diameter to allow easy adjustment by the thumb of the hand which holds it.

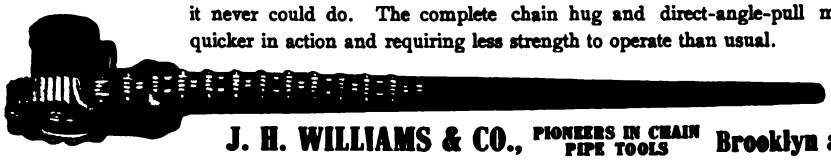
Bemis & Call Hardware & Tool Co.
Springfield, Mass.

Let's Get Acquainted. **Send for Our Catalogue.**



"Agrippa" One Jaw

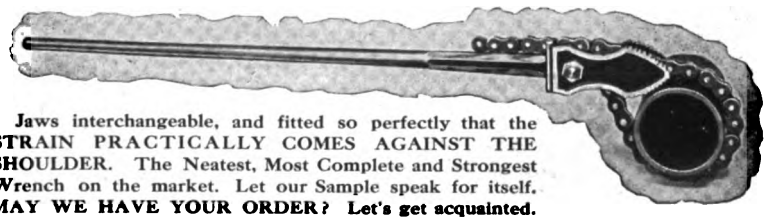
One jaw properly designed will find place on surfaces of Fittings which because of shape no other tool would reach. **"AGRIPPA"** will do all the work; the kind the double jaw always has done and the kind it never could do. The complete chain hug and direct-angle-pull makes it a tool quicker in action and requiring less strength to operate than usual.



Sold through dealers

J. H. WILLIAMS & CO., PIONEERS IN CHAIN PIPE TOOLS **Brooklyn and Chicago**

"VICTOR" Reversible Chain Wrench



In Six Sizes:
11, 12, 13, 13½, 14, 15

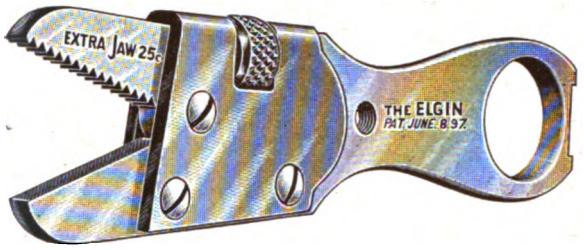
Jaws interchangeable, and fitted so perfectly that the **STRAIN** PRACTICALLY COMES AGAINST THE **SHOULDER.** The Neatest, Most Complete and Strongest **Wrench** on the market. Let our Sample speak for itself. **MAY WE HAVE YOUR ORDER? Let's get acquainted.**

Note the handle hitch, with a re-enforcement in the shape of a shoulder upon the handle to protect or strengthen the jaw.

C. E. BONNER MFG. CO. Chrisman, Ill.

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Like a THUMB and FINGER!
THE ELGIN WRENCH will go into corners



Are NICKEL PLATED for Pocket Carrying

NEW JAWS



Will renew the Wrench indefinitely.

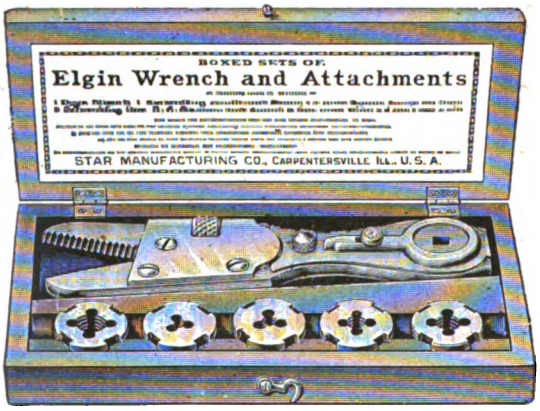
A high grade mechanical tool, and wide selling possibilities to ALL your trade. Mechanics buy some, AGRICULTURAL TRADE buy more.



RATCHETING ATTACHMENTS and DIES are extra, but add to its range.

They DO THE WORK for which they are intended, and there is no competition from other tools.

BOXED SETS are GOOD SELLERS, and GOOD SHOWCASE DISPLAY.



PRICE LIST.

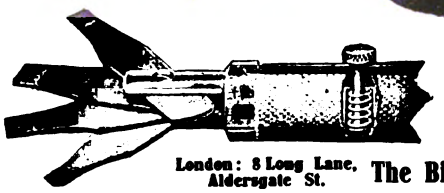
Elgin Wrenches only, per dozen.	$12.00
Elgin Extra Jaws, per dozen.....	3.00
Elgin Rethreading Attachment only, with one die, or insert, per dozen	12.00
Extra Dies or Inserts, per dozen.	6.00
Boxed Sets, each (Black Walnut Boxes)	5.30

Our Dies are all high grade, and are made by a die maker of national reputation.

WRITE ANY JOBBER FOR DISCOUNTS.

Manufactured by STAR MFG. CO., Carpentersville, Ill., U. S. A.





Always at Hand

4 Sizes of Screw Drivers in one. Simplicity itself. Drivers cannot be removed or lost. This magazine Screw Driver is one of the best selling articles in the trade. Get our prices and discounts.

London: 8 Long Lane, Aldersgate St. **The Billings & Spencer Co., Hartford, Conn.**

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"NEVER-BREAK"
TRADE MARK

Steel Spiders, Griddles and Kettles

Cooking Utensils That Do Not Warp, Scorch, Burn or Spoil Food.



Ask for Catalog.

The Genuine Branded "NEVER-BREAK." Imitations Fool the Foolish.

THE AVERY STAMPING CO.
Exclusive Manufacturers. CLEVELAND, OHIO



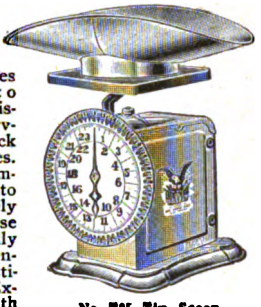
Prudent Housekeepers Use Pelouze Family Scales

(Warranted)

They can be instantly adjusted for plate, basket or scoop.

CAPACITY
24 pounds by ounces

No. E90 Steel Platform.
No. 90½ Tile Platform.



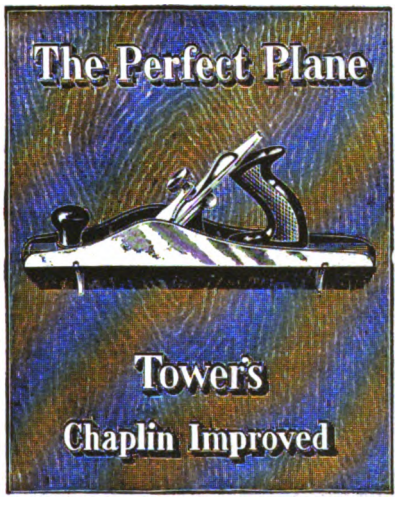
The Pelouze Scales are invaluable to proper cooking; indispensable in preserving. They keep check on your purchases. Soon pay for themselves. No weights to get lost. Absolutely automatic. These *Scales* are beautifully finished in black enamel and are artistically ornamented. Extra Large Dial with Silver center and gold border. Very attractive. Made of cold rolled steel.

No. T95 Tin Scoop.
No. B95 Brass Scoop.

Dealers should specify PELOUZE Scales in ordering from their jobber. Send for Cat. "K." 40 Styles.

PELOUZE SCALE & MFG. CO.
403-413 Ohio Street, CHICAGO

"I have caused three other carpenters to *Sell their — Planes* and *buy the CHAPLIN*"



"Will always have a *Good word* to say for *your tools*. I consider them *The Best Made*"

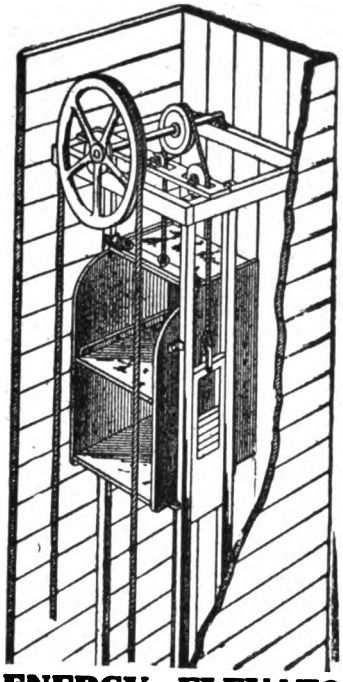
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Tower & Lyon Co.,

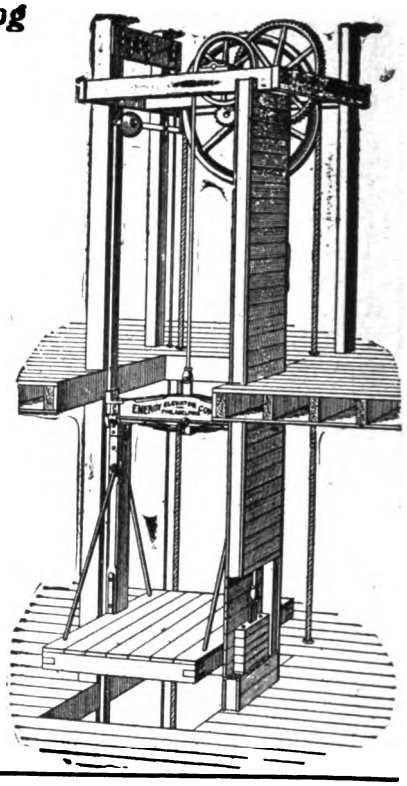
95 Chambers Street, NEW YORK CITY

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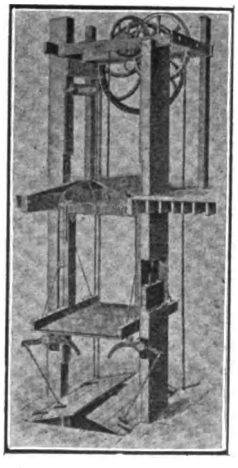
We shall be glad to send you Catalog describing



- The Little Beauty Dumb-Waiter
- The Rapid Transit Dumb-Waiter
- The Energy Dumb-Waiter
- The Little Giant Dumb-Waiter
- The Side Post Hand Elevator
- The Back Guide Hand Elevator
- Hand Power Passenger Elevator
- Carriage or Warehouse Elevator
- Belt Power Elevators
- Basement Lifts
- Power Attachments for Hand Elevators



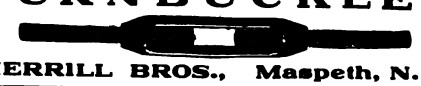
ENERGY ELEVATOR COMPANY
214-218 New Street, PHILADELPHIA, PA.



ELEVATORS
AUTOMATIC
HATCH DOORS
DUMB WAITERS
And all Appliances for Same

Manufactured by
O'Neill Elevator Co.
626 Cherry Street,
PHILADELPHIA, PA.
Send for Catalog

TURNBUCKLES



MERRILL BROS., Maspeth, N. Y.

The Greatest Heat at Lowest Cost
Is obtained by using Clayton & Lambert Fire Pots and Torches. All our burners are exceptionally powerful generators, consuming but half the gasolene others require. Easy adjustment, quick action, satisfactory work and a wide range of utility make a C. & L. Fire Pot or Torch a money-saving and money-making proposition to you. Every practical feature that over twenty years' successful experience as manufacturers can produce, finds its highest development in our line. Material, construction and lasting qualities leave nothing to be desired. Read our booklet. It's free.



No. 1 FIRE POT
$6.00 Net
Jobbers supply at factory price, or we will ship direct if cash accompanies the order.

Clayton & Lambert Mfg. Co., Detroit, Mich. U. S. A.

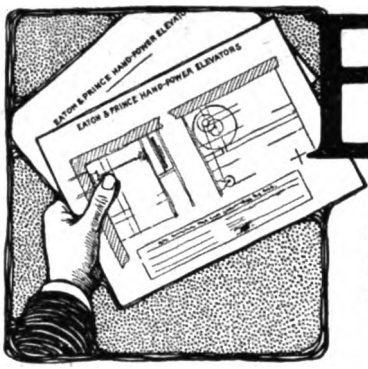
ROOFING SLATE
SLATE BLACKBOARDS

Established 1864
E. J. JOHNSON CO.
38 PARK ROW, NEW YORK
QUARRIES: Pennsylvania and Vermont

Prices quoted delivered anywhere. Booklet and complete Price List on Application.

Wire Inquiries Given Quick Attention

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EASY TO ORDER—

Eaton & Prince hand-power elevators are easily ordered through our Folder No. 44, which contains full illustrated plans, details, stock sizes and prices—*are as easily and as accurately ordered as though you were in our office in Chicago in person.*

Immediate shipments are always obtainable—both center-lift and corner-lift patterns are continuously carried in stock in Chicago in various sizes.

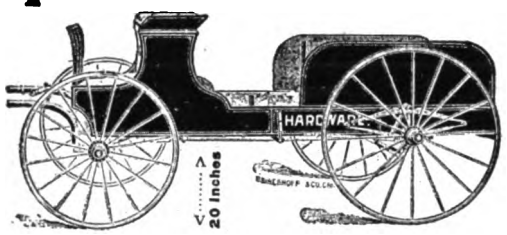
Eaton & Prince hand-power elevators are economical, simple, safe, satisfactory and serviceable—the Folder tells all—to be had of

EATON & PRINCE COMPANY

CHICAGO

Built Upon Honor

Up-to-Date Hardware Delivery Wagon



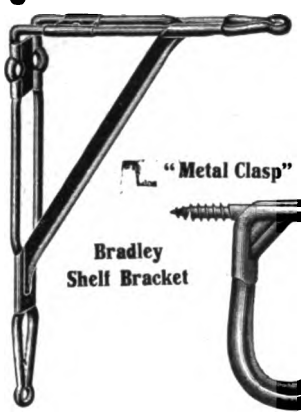
for progressive hardware dealers. Easy to load and light of draft. Best grade only.

Free Catalog upon Request.

Sycamore Wagon Works

109 EDWARD ST., SYCAMORE, ILL.

QUICK SELLING HARDWARE SPECIALTIES



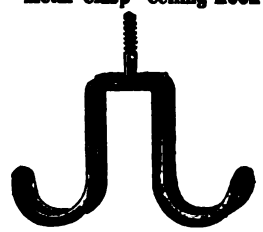


Best Quality Tinplate and Retinned

"Metal Clasp" Coat and Hat Hook

Bradley Shelf Bracket

"Metal Clasp" Ceiling Hook



These goods, on account of their construction and low price, are trade winners in every sense of the word, as they will give perfect satisfaction to the purchaser and to the retailer, and practically sell themselves.

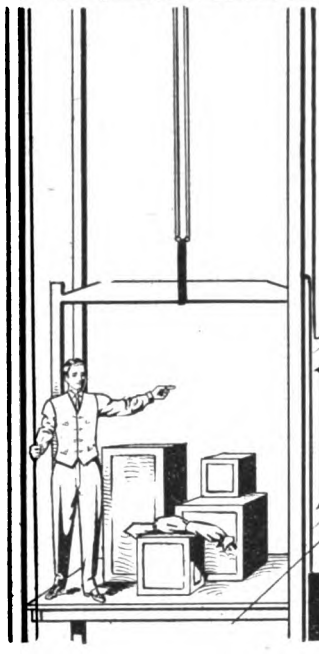
Write for prices.

THE ATLAS MFG. CO., New Haven, Conn.

New York Representatives: J. C. McCARTY & CO., 31 Murray St.

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FREIGHT ELEVATORS



Are the Very Essence of Economy in Pretty Near Any Business.

RAISE YOUR PROFITS

Don't Cost as Much as You Think

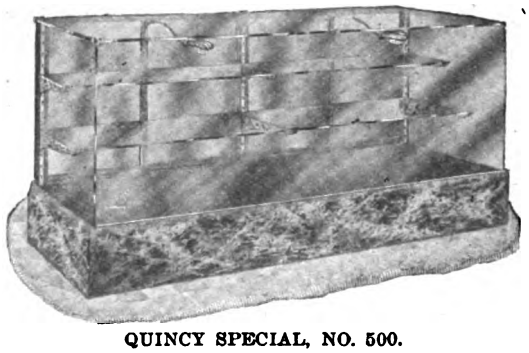
UNION Hand-Power

Are Durable, Safe and Inexpensive

WRITE FOR PRICES

Union Elevator & Machine Co.

144-6 Ontario Street, CHICAGO



QUINCY SPECIAL, NO. 500.

STOP

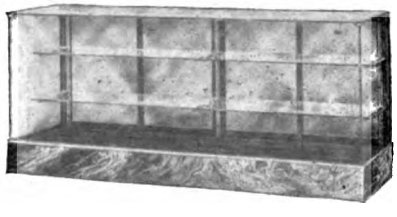
Just one word before you buy that show case. Don't go and buy a plain oak case at a quarter-sawed oak price.

Quincy Special Cases

are all made from genuine quarter-sawed oak and sell at the plain oak price. Now don't thank us for the advice, but send for our complete catalog. It will help you to a better equipped hardware store.

QUINCY SHOW CASE WORKS

QUINCY, ILL.



BLOSSOM OUT

Hasn't been much fun in merchandising for the last six months.

Pretty hard winter for some of us.

But now it's Spring—the real new year is just beginning.

Let's do business, "letting the dead past bury its dead."

All of which is another way of saying that the time to freshen up that store with needed new equipment is now.

Don't buy a thing you can do without, but don't choke off the natural response your business will make to improved conditions.

OUR CASES WITH A CONSCIENCE and DEPENDABLE FIXTURES are ready on a spot delivery basis.

GRAND RAPIDS FIXTURES CO., 928 JEFFERSON AVENUE GRAND RAPIDS, MICH.

NEW YORK: 744 Broadway. ST. LOUIS: 703 Washington Ave.

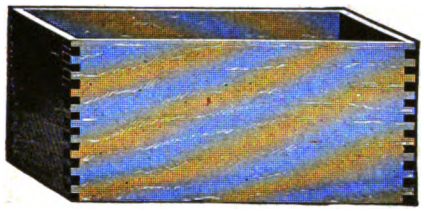
J. H. & R. R. POTTER, Agents for California, Nevada, Arizona and New Mexico, Box 250, Oakland, Cal.

D. O. TEALL, Sales Agent for Washington, Oregon and Idaho, 517 Pacific Block, Seattle, Wash.

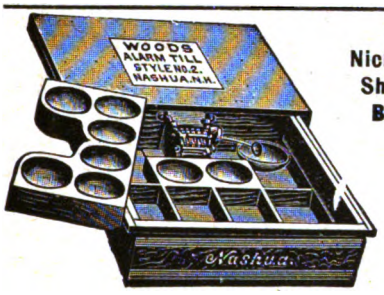
CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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INTERCHANGEABLE LOCK-CORNER SHELF BOXES
FOR THE HARDWARE TRADE.



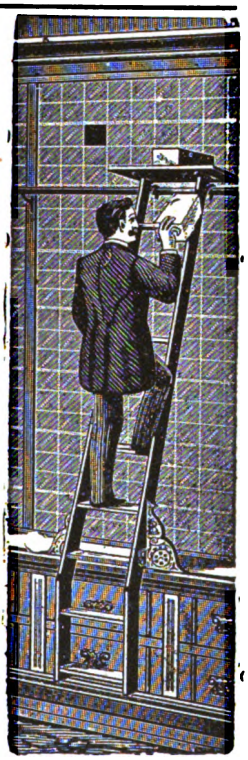
THE A. H. GREEN CO.,
97-101 Warren St., NEW YORK.



Steel Nickel Plated Show Case Brackets

NASHUA TILL CO.
MANUFACTURERS OF
Alarm Cash Drawers
Nashua, N. H., U. S. A.

ROLLING STEP Ladders for Stores



No modern store is equipped up-to-date without the

BICYCLE STEP LADDERS

as part of its outfit.

We make Ladders to turn corners; to fit all kinds of uneven shelving; to work where floor is slanting; to fit any special requirements—and more Ladders than all other houses combined.

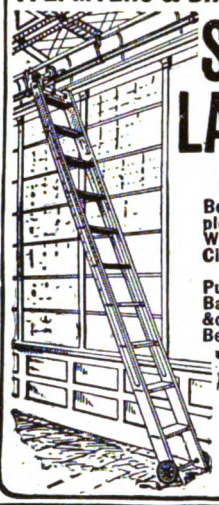
Ask about the new noiseless track.

CIRCULARS FOR THE ASKING

THE BICYCLE STEP LADDER CO.
65 Randolph Street
Chicago, Ill.

EASTERN AGENTS N. N. YOUNGS, 180 W. 74th St., N.Y. City

F. E. MYERS & BRO., Ashland, O.



STORE LADDERS
NOISELESS. CUSHION TIRE.
Best and Most Complete in the Market. Write for Descriptive Circular and Prices.
MFRS. Pumps, Hay Tools, Barn Door Hangers, &c. Largest and Best Line in the World

SHELF BOXES
TO ORDER
HEHRY H. SHEIP MFG. CO.
Columbia Ave. and Randolph St., Philadelphia, Pa.



SEND FOR No. 22 CATALOGUE
Coburn Trolley Track Mfg. Co.
HOLYOKE, MASS.

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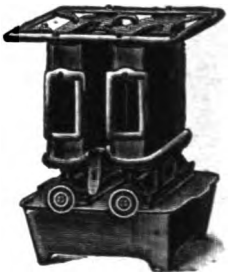
The Taylor & Boggis Foundry Co.

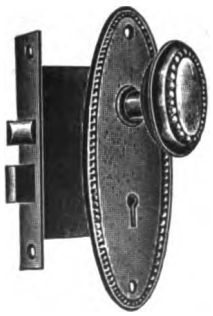
CLEVELAND, OHIO

MANUFACTURERS OF

LIGHT GRAY IRON CASTINGS, BUILDERS' HARDWARE

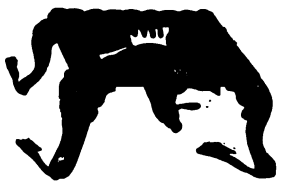
Dampers, Damper Clips, Oil and Gas Stoves, Furnace Lamps, Molasses Gates, Letter Boxes, Hardware Specialties.











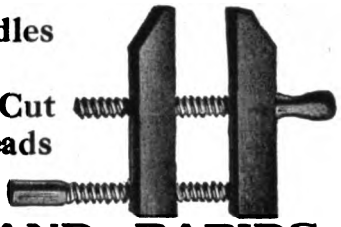




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HAND SCREWS

Spindles with Saw-Cut Threads



JAWS

Best of Michigan Hard Maple, kiln dried with beveled corners and oiled.

SPINDLES

Of selected Second Growth Hickory with Saw-Cut Threads, Tumbled and Waxed.

Seventeen sizes in stock.

GRAND RAPIDS
BENCHES, TRUCKS, CLAMPS

HAND SCREW CO.
914 Jefferson Ave., GRAND RAPIDS, MICH.



THE "CANNON OILER"

FORCES THE OIL ANYWHERE

It's a Foroo Pump

That is why it never fails to work. The spout cannot clog as it is always full of oil. You press the plunger—That's all!

Needed by every user of farm implements, traction engines, gasoline engines, automobiles, and all kinds of machinery. That is what makes it a good thing to sell.

Made in 4 sizes.

Sold by Hardware Jobbers. Manufactured by

R. E. BLOOMER, Keithsburg, Ill.



STETSON'S COMBINATION CUSHION CHAIR TIPS

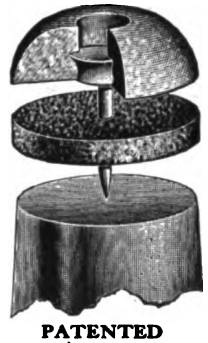
WITH METAL BUSHING

For Hard Wood and Marble Floors

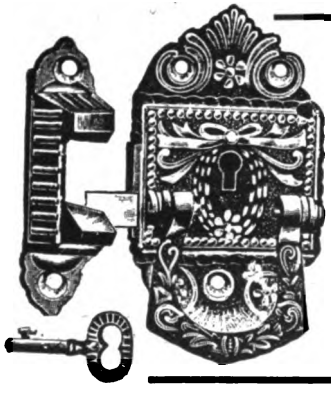
Made of heavy sole leather, metal bushing and felt washer. Attached by nail to chair leg. It is noiseless and leaves no marks.

SEND FOR CATALOGUE

ELASTIC TIP COMPANY
370 Atlantic Avenue, BOSTON, MASS., U. S. A.



PATENTED



Carry in stock a complete line of

REFRIGERATOR TRIMMINGS
BUILDERS' HARDWARE
BOX and CHEST TRIMMINGS
COAT and HAT HOOKS, Etc.

WRITE FOR CATALOGUE

Special Goods Made to Order

BRASS GOODS MFG. COMPANY
BROOKLYN, N. Y.

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MANUFACTURERS OF

COTTON



TWINES, MOPS, WASTE

WICK, SASH CORD, AND CLOTHES LINES



ESTES

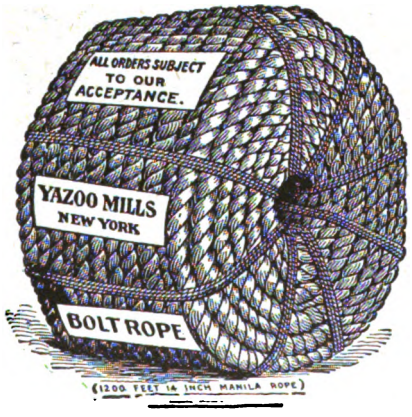
MILLS



NEW YORK OFFICE: 97 Warren Street
Telephone: 3511 Cortlandt

Fall River, - Mass.

Yazoo Brand Means Quality



Having had many demands from the General Trade for an assortment of Hardware Twine, we now offer YAZOO Hardware Assortment No. 1, containing 324 balls of twine—5 different sizes of twine and two different size balls.

216 balls to retail at 10c. per ball or	$21.60
108 " " " " 15c. " " "	16.20
Total at retail	37.80
Yazoo Hardware Assortment costs you	18.00
Your profit	$19.80

Price of **$18.00** for Assortment is F. O. B. NEW YORK.

Over **100** per cent. profit on your investment.

YAZOO Hardware Assortment is packed in boxes as follows:

10c. size, twenty-four 1-4 lb. balls (estimate) in box.
15c. " twelve 1-2 lb. " " "
9 boxes of each size in case.

YAZOO MILLS, INC.

Twines and Cordage of Every Description

190-192-194-196 West Broadway, NEW YORK

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SILVER LAKE

Our Name is Stamped on the Cord

SILVER LAKE SASH CORD

RECOGNIZED STANDARD SINCE 1868

Warranted to give satisfaction when used with weights and pulleys recommended in our catalogue
Made in all sizes, varying by 32ds of an inch in diameter.
Braided on our own machines by the most experienced workmen.
Made from selected stock, free from waste and imperfections.
Hard braid and smooth finish make its appearance and wearing qualities the best.
Our name stamped on every foot of the cord itself makes identification easy.
Silver Lake Braided Cord is guaranteed in every particular.
Compare these few features with ALL the best points you know of other sash cords and see how we stand.
Write for Catalog B. It contains valuable information regarding our braided cord.

THE SILVER LAKE CO.

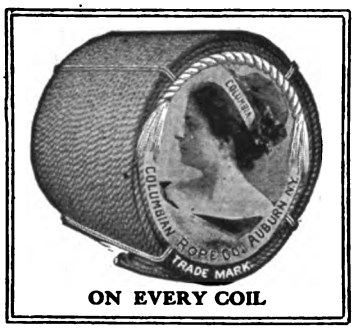
78 Chauncy Street, BOSTON, MASS.



"Columbian" and "Eureka"

Manila and Sisal

ROPE



ON EVERY COIL

Transmission and Hoisting Rope
Oil Well Cordage
Hay, Hide and Bale Rope
Tarred Lath and Fodder Yarn
Jute and American Hemp Twines

Columbian Rope Co.

Auburn, New York

New York City Office: 62 South St.

Agencies in All Principal Cities

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Dealers Can Make No Mistake in Ordering the

LITTLE GIANT FLOOR SCRAPER



for their trade, as we guarantee the machine to give satisfaction. If your Contractor customer has floors to finish, order a Little Giant for him on trial. We pay expenses both ways if not satisfactory.

You Should Carry the "Little Giant" in Stock

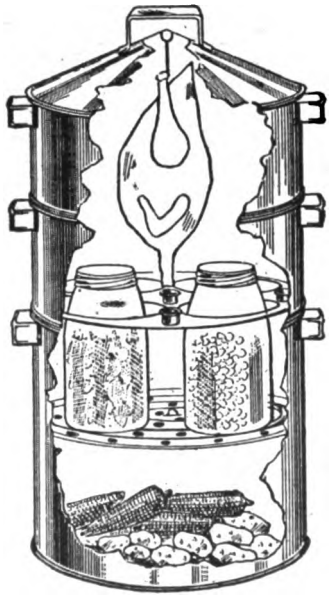
Write us at once for special terms.

HURLEY MACHINE COMPANY

153 So. Jefferson St. CHICAGO

1010 Flatiron Bldg. NEW YORK

Combination Steam Cooker, Milk Sterilizer and Fruit Canner



Scientific, Sanitary, Simple and Satisfactory. Endorsed by the leading Dietetions and Cooking Experts. Appeals especially at this time to the large medium class, as price is adjusted with a view to larger sales.

THE GEM MFG. CO.

Chelsea Station Boston, Mass.

IS YOURS AMONG THEM?

We are crowded with orders for Iwan Post Hole Augers, Tile Drain Cleaners, Chimney Tops and most of our other specialties.

The jobbing trade is rushing us for prompt deliveries, and first come, get the goods. Be sure that you have our augers, cleaners, diggers, etc., on hand, as now is the time for using them. We don't want you to lose sales, so warn you in time.



Iwan Brothers

The Hardware Specialty Mfrs.

Streator, Illinois

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10,000,000 Housekeepers

ARE READING OUR ADS.

in Good Housekeeping, Delineator, Woman's Home Companion, Ladies' World, Woman's Magazine and other women's publications.



Our Dealer in Each Town

gets the benefit. Are you that dealer? Better write immediately for our plan. We give you the biggest end of the profit. We have the goods and can show you the money.

THE O-HI-O COOKER CO.
516 Jefferson Avenue, TOLEDO, OHIO

Our New "Four Piece" Dinner Pail



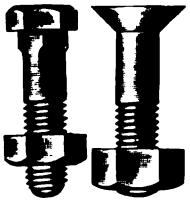
provides separate compartments for the different articles which make up a dainty lunch, and is designed not only for the auto party, but also for the great army of men and boys who necessarily carry their dinner.

The noonday lunch away from home is much more appetizing when put up in a clean, roomy receptacle. When ordering LAVA AND VOLCANIC ENAMELED WARE, have a dozen of them put in, and watch them go like "hot cakes."

If not acquainted with our ware, send for Illustrated Catalogue and Prices and Free Sample Wash Basin. Mention Hardware Dealers' Magazine.

THE CLEVELAND STAMPING & TOOL COMPANY
CLEVELAND, OHIO

ROBT. F. HALL, Portland, Ore., Pacific Coast Agent. SPENCE MFG. CO., Agents, St. Paul, Minn.



Garland Nut and Rivet Company
BOLTS
NUTS
RIVETS
PUMP CHAIN
Pittsburgh, Pa.

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The Buffalo Mfg. Co.

Buffalo, New York

Manufacturers of

High Grade Standard Metalware

Water Filters, Chafing Dishes, Water Coolers, Coffee Extractors, Table Kettles and Stands, Cuspidors, Wine Coolers, Nursery Chests, Baking Dishes, Candlesticks, Crumb Trays and Scrapers, Tea and Bar Urns, Coal Vases and Hods, Bath Room Fixtures, Match Safes, etc.

Free Catalogue to the Trade

Correspondence and your BUSINESS is very respectfully solicited

Branch Offices: 18 Warren St., New York. 1430 Arapahoe St., Denver, Col. 40 Dearborn St., Chicago. 352 Washington St., Boston, Mass. 51 Yonge St., Toronto, Canada. And London, England.

STARRETT TOOLS

CATALOG Nº 18

THE L. S. STARRETT CO. ATHOL, MASS. U.S.A. NEW YORK, CHICAGO, LONDON

A New Catalog

232 Pages. Over 300 Illustrations. Lots of New Tools

THIS is the newsiest, handsomest, most convenient and most complete tool catalogue ever issued. Arranged and printed for the special convenience of busy hardware dealers.

Ask for Catalog No. 18X

The L. S. STARRETT CO., Athol, Mass., U. S. A.

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YOU

AS THE BUYER

ARE JUST AS KEEN IN YOUR SEARCH FOR QUICK SELLING ARTICLES

AS THE MANUFACTURER IS IN HIS SEARCH FOR BUYERS OF SUCH ARTICLES

HERE ARE TWO WINNERS

OF THE

NIMBLE NICKEL VARIETY

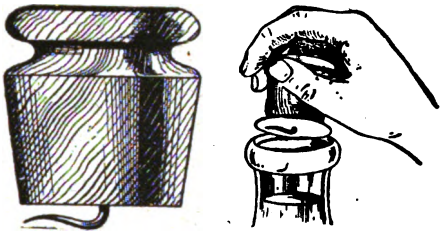


PATENTEES AND MANUFACTURERS

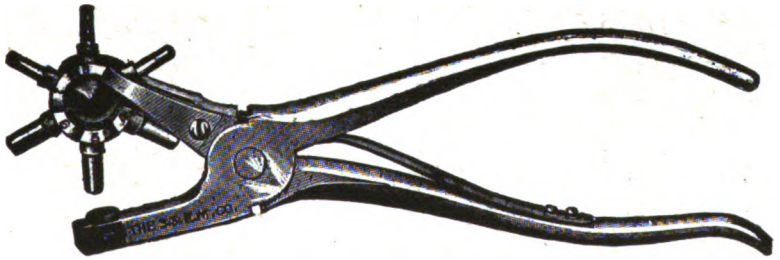
WINDSOR STEPNENS & 00.

WALTHAM, MASS.

MILK BOTTLE OPENER AND STOPPER



Revolving Belt Pnnches



TUBES FOR REVOLVING PUNCHES



Write for Catalogue of HARDWARE SPECIALTIES

THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

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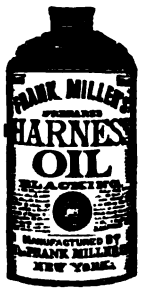
OLDEST ESTABLISHED 1838 LARGEST

THE FRANK MILLER Co.

Manufacturers of the Preparations for Use on Harness Known as

"THE STANDARD OF THE WORLD"

Highest Awards, Centennial, 1876
Highest Awards, World's Fair, 1893





FRANK MILLER'S

Harness Dressing

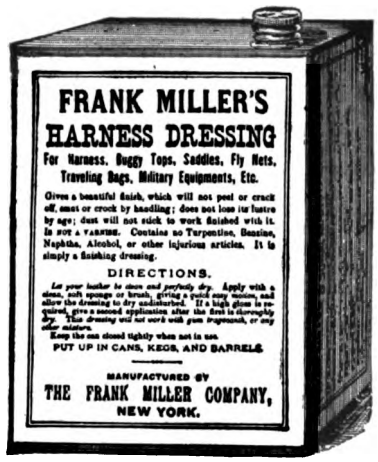
HARNESS OIL.
Preserves and softens the leather, consequently adds life. Compounded with pure neatsfoot oil.

The very best article of its kind. Unequaled for use by both manufacturer and owner of harness.

I. X. L. HARNESS OIL.
Second in quality only to our Frank Miller Harness Oil. Superior to all others.



Carriage Top Dressing.
Gives an elastic, durable water-proof gloss and is positively safe to use on finest stock.





AXLE OIL.
Superior to Castor Oil; lasts longer and will not gum.



HARNESS SOAP.
Unrivaled for cleaning and softening the leather, absolutely pure.

EDGE, COLLAR AND HARNESS INKS





Our preparations are uniform in quality and the quality the best.

The Frank Miller Co.

OFFICE AND FACTORY:
349 and 351 West 26th St., NEW YORK, U. S. A.

EUROPEAN OFFICE:
Tower Chambers, Moorgate, LONDON, E. C.

Send for Price List and Catalogue.

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FLOOR TOOLS OF MERIT
FOX FLOOR SCRAPERS





The FOX No. 1

Dealers make good money handling our line. Get your share of the business by canvassing your building trade.

The greatest LABOR and MONEY SAVING carpenters' tool on the market. Built on right lines, simple in construction, easy to operate and does perfect work. Will save its cost in a couple days work and last a lifetime.

Every carpenter needs the FOX No. 1 FLOOR SCRAPER.

Write us for prices and advertising.

Why not put a line of FOX FLOOR SCRAPING TOOLS in your show window and let us refer inquiries to you—we prefer to sell through the dealer—and have planned an aggressive campaign of advertising for the coming season. Thousands of dealers are taking advantage of this advertising—why not you?



THE FOX CABINET SCRAPER

THE HANDIEST WOOD FINISHING TOOL ON THE MARKET. The body slides on the floor, insuring a cut of uniform depth. Blade fastened with a handy clamp—can be adjusted or reversed in a second's time—works equally well in a horizontal or perpendicular position Never leaves waves. Unequaled for floor, cabinet and bench work.

FOX MANUFACTURING CO., 185 Second St., Milwaukee, Wis.

THE OILS FOR SUMMER

The "Famous" Lawn Mower Oil, in Cans
The "Famous" Bicycle Oil, in Bottles
The "Excelsior" Gun Oil, in Bottles
The Russian Seal Reel Oil, in Bottles



Every hardware dealer needs the above named oils in his stock. The season is on and customers are ready to buy.

These oils are manufactured expressly for the purposes named, and are the best that can be produced.

The sizes and packages are handy and attractive, and the prices show excellent profits for the dealer.

Write us at once for special Hardware Dealers' Prices—Very interesting.



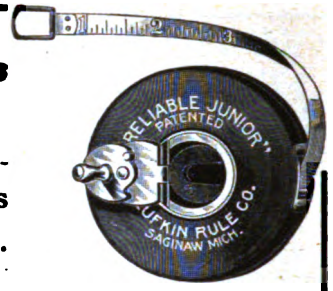
EXCELSIOR SUPPLY CO., Dept. H.

ESTABLISHED 1876

233-235-237 Randolph Street, Chicago.

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LUFKIN Measuring Tapes and Rules



Satisfactory alike to Jobber, Retailer and Consumer. Liberal Protection and Honest Goods make a combination worthy of your notice.

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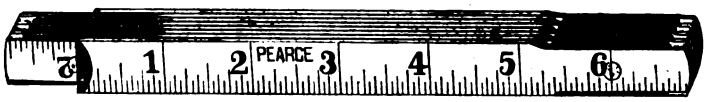
THE LUFKIN RULE CO. SAGINAW, MICH., U. S. A.

New York London, England Windsor, Canada

NEW LINE

"Pearce" Spring Joint Rules

LOOK FOR TRADE MARK ON RULES AND BOXES "PEARCE"



BEST LOW PRICED RULE ON THE MARKET

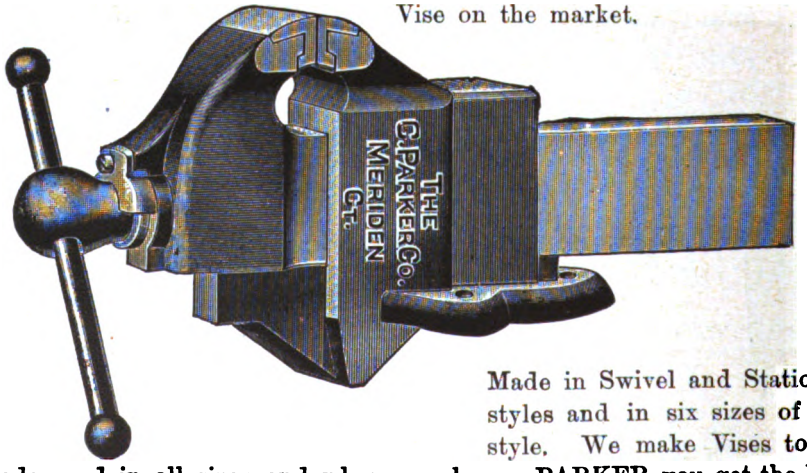
THE CHAPIN-STEPHENS CO.
UNION FACTORY

RULES, LEVELS, PLANES, Etc., PINE MEADOW, CONN., U. S. A.

THE BEST AND LATEST IN VISES

The Parker Reinforced Slide

Solid Steel Bar running entire length of slide, making it the strongest Vise on the market.

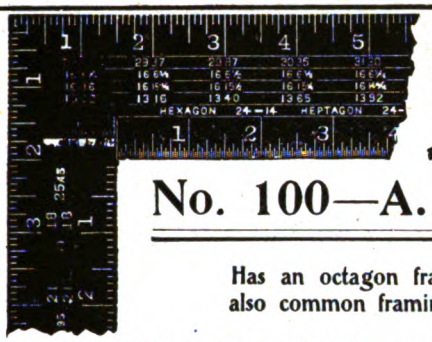


Made in Swivel and Stationary styles and in six sizes of each style. We make Vises to suit all trades and in all sizes, and when you buy a PARKER you get the BEST.

THE CHARLES PARKER COMPANY

N. Y. Salesroom, 32 Warren St. Factories, Meriden, Conn.

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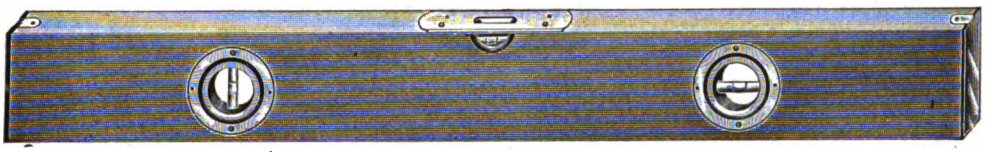
OUR NEW

No. 100—A. FRAMING SQUARE

Has an octagon framing rule on back of body of square; also common framing rule on face. For particulars address

NICHOLLS MFG. CO., - - - - Ottumwa, Iowa

A New Standard Eclipse Level



No. 31 SOLID CHERRY
No. 32 THREE-PLY CHERRY
No. 33 SOLID MAHOGANY

Two Level Glasses. One Plumb Glass
Side Glasses may be reversed at any time; all easily adjustable
All Glasses in plain view from either side
Glasses marked with two indelible lines
Brass trimmings on both sides

THE BAKER-McMILLEN COMPANY, Proprietors of
AKRON SPIRIT LEVEL WORKS, AKRON, OHIO

When you sell Levels —sell the Right Kind.



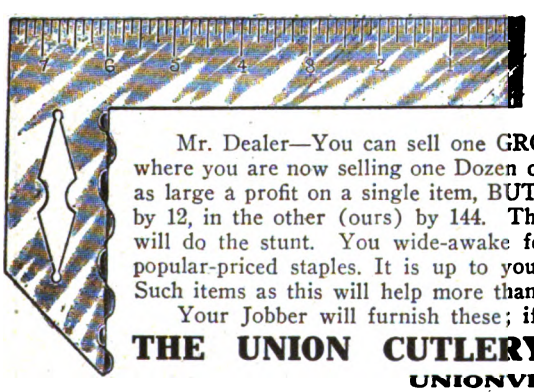
COOK'S PATENT LEVEL.

A Tool you can sell quickly, profitably and satisfactorily to Carpenters, Masons, Bricklayers, and all who use Levels or Plumbs, is the

DAVIS & COOK LEVEL

The different Level—with the bulb seen in all positions. Under or over—or 10 feet away. You know the trouble with the old style bulb-in-the-top Level—useless unless you stand over them. For sale by all leading jobbers. Catalogue on application. Made only by

DAVIS & COOK, - Watertown, N. Y., U. S. A.



Combination Try and Mitre Square

Mr. Dealer—You can sell one GROSS of this new patented Tool Specialty where you are now selling one Dozen of the old style featureless Try Square. Not as large a profit on a single item, BUT in one case you multiply your single profit by 12, in the other (ours) by 144. The goods on your shelves and a little Display will do the stunt. You wide-awake fellow, take notice! Your best profits are in popular-priced staples. It is up to you to make the year 1908 a profitable one. Such items as this will help more than you have any idea.

Your Jobber will furnish these; if not, we will.

THE UNION CUTLERY AND HARDWARE CO.
UNIONVILLE, CONN.

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YOUNGSTOWN, OHIO
RELIANCE
WARRANTED
Trade Mark Registered
In the U. S. Patent Office

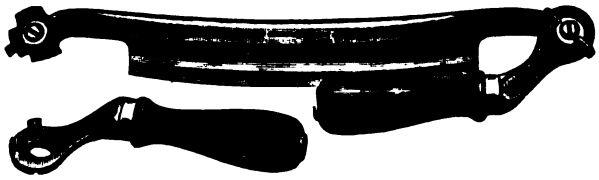
"The Production of Finest Quality Obtainable Characterizes Our Business."

Folding Handle Drawing Knife

Patented April 23, 1907.

No. 270

Strictly High Grade in every particular.



Handles Swing Into FOUR POSITIONS.

Made with 7, 8, 9 and 10-inch blades for stock sizes. Other lengths may be had on special orders. Packed ½ dozen in box.

Quickly adjusted, and when parts are moved into place the lock is perfectly solid and secure against slipping while in use. Made of the best materials and all parts finely finished. Beautiful mahogany stained handles, highly polished, fitted with heavy ferrules. Sharpened and set ready for use—with temper guaranteed the very finest possible to produce. THE KNIFE FOR PRACTICAL WORKMEN.

MADE BY

THE RELIANCE EDGE TOOL COMPANY, Youngstown, Ohio

74 Murray Street, New York, N. Y. 68 South Canal Street, Chicago, Ill.



NAIL PULLER FACTS

Wouldn't you like to be "DEAD SURE" that every Nail Puller you sell this year would give lasting satisfaction to the user?

EVERYTHING you send out either reflects credit on your house, or it does the "other thing."

DEFECTIVE NAIL PULLERS mean trouble for Customer, Retailer, Jobber and Maker.

Why not handle Nail Pullers that are carefully made from the best material, by skilled men, and sold by the makers, who stake their reputation on them?

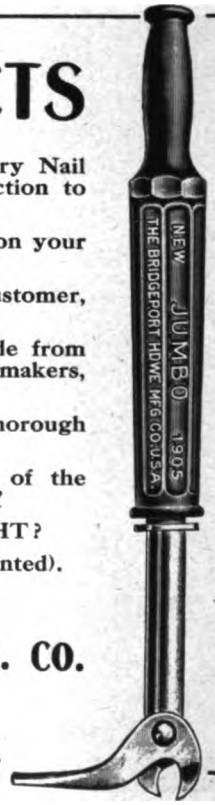
We give every Nail Puller which we send out a thorough test equal to the hardest use.

RESULT—Less than one-quarter of one per cent. of the Pullers we sent out last year failed to "make good."

Isn't that evidence enough that we make them RIGHT?

We make several different styles and sizes (all warranted).

Send for Catalog and prices to-day.



THE BRIDGEPORT HARDWARE MFG. CO.

BRIDGEPORT, CONN., U. S. A.

Branch Offices and Sample Rooms:
J. C. McCARTY & CO. 21 Murray St., New York
C. W. GAUSE CO. 309 Market St., San Francisco

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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"ANDREWS SPECIALTIES"

Sell Easily and Quickly
Please the Customer and
Pay Good Profits to the Dealer



The "Androck" Bread Toaster

Size, 9 inches square

A Scientific Ten Cent Toaster

Toasts all over alike quickly and economically



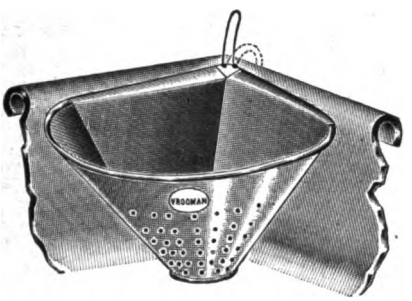
Sectional View, showing how all the heat is delivered through the small funnel shaped holes directly against the bread.



The "Hummer" Flue Stop

The spring steel hoop is so formed and attached to cover as to maintain a strong pressure against the side of the flue.

The "Hummer" cannot be blown out.



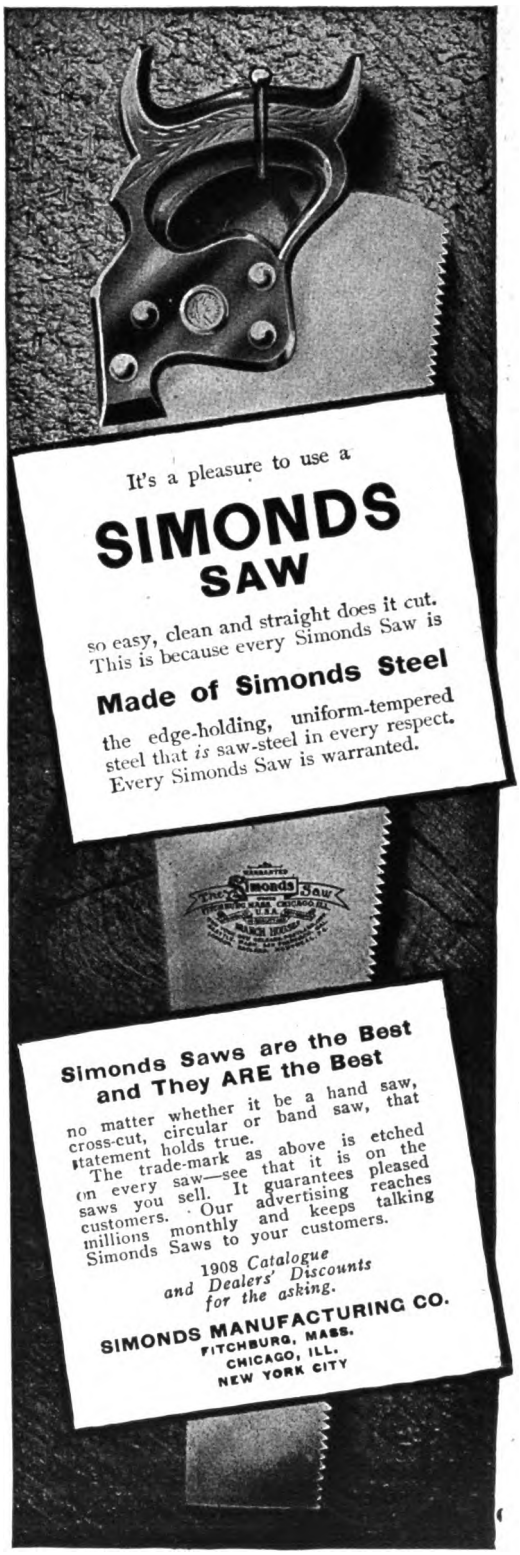
Mrs. Vrooman's Sink Strainer

Advertised in High Grade Women's Publications with twelve million readers. The sale is larger than ever. Are you getting your share?

Send for New Catalogue

Andrews Wire and Iron Works

ROCKFORD, ILL.



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IVER JOHNSON



ACCIDENTAL DISCHARGE IMPOSSIBLE.

The only way to fire this revolver is to pull the trigger all the way back. We dwell on the "Hammer the Hammer" feature to show you that you can never, in that way, or in any accidental way, discharge an

IVER JOHNSON

Safety Automatic Revolver

Pull the trigger clear back and it fires fast, shoots straight and hits hard. Safety feature is part of the firing mechanism. No buttons to press, no "levers to pull." It is conceded "the best all-round revolver." Over 2,000,000 now in use. It has many imitations—you can tell the genuine by the owl's head on the grip as shown below.

Our advertising in the big national magazines and the sportman's papers reaches millions. When they want a revolver they think

"Hammer the Hammer"

and ask for *that* kind. Be sure they get it—owl's head on the grip and our name on the barrel.

Never sold direct where a dealer will supply.

Get our Dealer's Catalogue or order of your jobber.

TRADE MARK IVER JOHNSON

IVER JOHNSON'S ARMS AND CYCLE WORKS

302 River Street, Fitchburg, Mass.

Pacific Coast Branch: PHIL. B. BEKEART CO., San Francisco, Cal.

Makers of Iver Johnson Single Barrel Shotguns and Truss Bridge Bicycles

Hammer the Hammer
Accidental Discharge Impossible

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HARDWARE DEALERS' MAGAZINE

MAY, 1908

Trade-Mark Registered. Published Monthly.

PUBLISHED BY DANIEL T. MALLETT, AT 253 BROADWAY.

Chicago Office: 1600 Tribune Building. Boston Office: 1133 Old South Building. London Office: 148 Old Street.

VOL. XXIX. No. 5. ONE DOLLAR A YEAR. NEW YORK TEN CENTS A COPY. WHOLE No. 173.

Entered as second class matter, February 28, 1894, at Post Office at New York, N. Y., under the Act of Congress of March 8, 1879.

THE GOSPEL OF PRACTICAL BUSINESS

The Gospel of Practical Business is a mighty interesting one to preach. Interesting, because there is so little guesswork or theory about it. Because it can be reduced to simple terms almost as certain as those of mathematics. Its sole aim is simple addition—the adding of so many cents to a dollar, in the turnover. The retention of the difference between cost and the selling price. It is a gospel that the Hardware Dealers' Magazine has been teaching in the years of its existence. That it hopes to teach in many years to come. There is one source of gratification to both the makers and the readers of the magazine. It has a vast accumulated stock of information and experience to draw upon. Hardware manufacturers, jobbers and retailers from all parts of the country, are willing to discuss the questions of business, and to yield up their knowledge for the education of others.

The articles in these pages from issue to issue on store and factory management and on the scores of themes that grow out of that topic, are from the pens or by the word of mouth of men who have in years of experience mastered the hardware business. They are not the theoretical imaginings of college professors or of men who are paid to think instead of work. They are bits of personal knowledge that business men have hammered out on the anvil of practical business. Each one of them can say: "I know this is true, because I have done myself the things of which I speak." Such information comes from first hands. The credit man writes of credits. The buyer, of his methods of buying goods. The manager, of the handling of men. The factory superintendent, of the making of goods. The window dresser, of his methods of display. So on, through the list.

An illustration very much to the point may be seen elsewhere in this issue; one of many of like character. A man who has for years been studying the giving of credit and the collection of accounts; a man whose success in business has demonstrated the correctness of his methods; writes so fully of what a credit man should do or should avoid doing, that his article becomes a course of instruction for any beginner who desires to learn not only basic principles, but the details of operation. The latter want is supplied in a series of forms free for the use of any one, and sufficient to set the beginner on his feet immediately. This special article is cited as one of many. In the pages that follow are other articles of information about which fully as much could be said.

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The Customer Felt Good

The clerk who had stood listening to the conversation of the Hardware store proprietor and his customer, discreetly said nothing until it was over and the latter had gone away with his goods. Then he went up to his employer and said: "Mr. X., I did not join in because I did not care to take the liberty. And yet the man was altogether in the wrong, both as to his premises and conclusions, and I was sure you must have known it."

"I did, James; I knew it as well as anybody could, but as it was not a large matter, and as no business or moral principle was involved, I thought it wise to let him have his own way."

"But why? when you were right, and knew you were right, and he was altogether wrong?"

"Policy, my boy, policy," responded the old man. "When I was as young as you are, I should have looked at it as you do.

"I could have put him in the wrong, and proved it to him in a few words. But it would have done me no good, and made him feel mean. Even if he had admitted it, he would have gone away with an unpleasant taste in his mouth, and the irritation which all men feel when convinced of an error would have made him feel edgewise toward us; perhaps so much so he might never have come back.

"Now he has gone away with a pleasant glow inside of him. He feels sorry for me, and is inclined to make it up to me in some way. The result is he will come in here the next time he wants any Hardware, even if he goes out of his way ten blocks to find me."

The Salesman's Sure Knowledge

"Every salesman," says a manager of wide experience, "should know the article he is trying to sell, in order to present to his prospective customer a plausible argument. Without familiarity with the subject, no matter how quick-witted he may be, he is liable to spoil many a sure sale. The fact must not be overlooked that, as a rule, the country merchant is better posted in a general way as to prices and values than the salesman who only represents a single line of goods. This is necessarily true as the result of the daily teaching he receives from salesmen representing every line of business. Owing to this fact, a salesman is liable to find his supposed easy victim better posted on the line of goods he is trying to sell him than he himself is. Nothing will spoil his prospects quicker than this state of affairs. Furthermore, he might have been posted on the subject by a competing agent representing the same kind of business. In which event the salesman may find it an embarrassing duty to meet some pretty strong arguments against his own goods. No matter how false the statements concerning his goods may be, an impression is made upon the mind of the merchant, and before doing business with him, he will demand not only a refutation, but a reasonably good argument to prove his own sincerity.

"This is where a knowledge of what to say is absolutely essential. If he can convince him that he is maligned and back this up with better prices he is his customer. If he cannot the merchant will have nothing to do with him. The unfavorable impression is already made and he fails to remove it."

For Non-Resident Members

In speaking of the success of the Hardware Club of New York, Joseph Gales, chairman of the Admission Committee of that organization, said to a representative of the HARDWARE DEALERS' MAGAZINE: "You might make a pertinent suggestion to the Hardware trade at large—that while New York members have to wait twelve or fifteen months to be admitted to the club, those living twenty-five miles outside of the city limits can become non-resident members in a fortnight. All it requires is the introduction of two members of the club, and the opportunity ought to be taken advantage of while it remains, as there are only thirty-five vacancies in the list."

Renewed Bicycle Business

An indication that the bicycle industry is by no means a dead one in America, was furnished in the recent meeting of the Indiana retail Hardware dealers. Nearly every one present commented on the fact that there is a greatly increased bicycle business at this time, and a large number stated that they proposed to take up the handling of wheels again in a vigorous fashion. Some of the dealers had not been selling bicycles for a number of years, but the consensus of opinion was that the coming season's record of sales would eclipse anything that has been seen since this new century began.

Hardware Auto Delivery

In Jackson, Mich., the Smith & Winchester Hardware Co. is one of the first to recognize the value of the automobile for delivery purposes. The first day's work even with a driver who sacrificed speed for unusual care and consideration of other vehicles, the showing was better than expected, and the members of the firm believe that the auto and the regular quota of men will deliver two-thirds to three-fourths more freight and merchandise. The auto has a capacity for a ton, but it is rated at 1,500 pounds.

Demand for Roller Skates

The news comes from Torrington, Conn., that so general is the roller skate craze throughout the country that the Union Hardware Co. is rushed in that department as never before in its history. For some time the concern was running five nights a week overtime or until 9 o'clock, and then it could not keep up with its orders.

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AN IMPROVEMENT IN BUSINESS

VERDICT OF JOBBERS

The Spring Trade Is Good as Far as It Goes, With a Steady Improvement—The Consumers and Retailers Are Buying for Needs, and Stocks Are Running Low—Banks Becoming More Open-Handed in the Way of Money—The Influence of the Presidential Year Not so Much of a Factor as in Previous Years—A General Brightening of the Skies All Around.

The business outlook has brightened somewhat since the latest previous report, and there are evidences of an improvement in trade. While the hardware jobbers who are below quoted are not certain that conditions are as good as they might be, they seem generally inclined to the belief that they are improving.

Boston, Mass.

Brown-Wales Co.: Since February we have found a gradual improvement in business. There are more orders, but they are still small. Some consumers seem to pay their bills as promptly as ever, whilst others are slower than usual.

We believe retailers' stocks are low, but they do not seem to be ordering any faster than they require. Prices are reasonably firm, which seems to us that confidence is gradually being restored. It is a slow process, but as things cannot be any worse than they were in the winter, the next turn must be for the better, even if it is gradual.

Collections with us have been excellent up to March, during which month they were much slower than usual, but they are improving again in April.

We have not had much occasion recently to know how the banks stand, but our impression is that while they are not yet in a sensible frame of mind, they are gradually growing toward that condition. There seems to be plenty of money in the banks, but they are willing to let it out only to their regular customers.

We presume that a presidential year has some effect sentimentally on business, but we doubt if conditions would be much different if it was not a presidential year. It would appear that the present conditions were due after several years of good business, but we firmly believe that just as soon as the financial world reaches a position where they realize that the business community as a whole is sound and worthy of confidence, there will be a great improvement in conditions.

Louisville, Ky.

Belknap Hardware & Mfg. Co.: The situation on the whole is encouraging. There is a larger movement of cars and the freight platforms do not look so deserted or so lonesome as they did a few weeks back. The melancholy empties are being jostled into service, and cease their function as gauges of stagnation; merchandise is on the move unquestionably. Each week shows a little improvement over its predecessor, and while comparisons with a year ago are not as cheerful as they may be, nevertheless we feel ourselves to be on the up-grade.

The consumers seem to have plenty of money; they are simply nursing their wads which occupation gives a certain feeling of importance, which we all experience to a greater or less degree before spending. That unhappy feeling as to whether we have spent wisely is a part of the after-performance and calls for a different snap-shot.

Retail stocks are low we take it; in fact in this part of the country, there have been no hard roads all winter long and hauling to any great extent, barring necessities, has been almost out of the question. Whether we shall ever live to see good roads throughout the country, that shall be good the year round, is the question. Possibly we shall see airships dropping down select brands of tools from the clouds before we shall see solid beds to our roads.

We have had a superabundance of rain in the Ohio Valley, but that will be all right presently.

Collections are fair, and all of the people that we meet wear as good clothes as they did a year ago and eat just as many meals per day. With the proper nominations made, we look forward to renewed prosperity.

New York City

Montgomery & Co.: According to the papers everybody has plenty of money, but according to the sales, they are all hoarding it, for certainly business has not "looked up" the way we expected it would. We are optimistic and are hoping for the best right along, but we believe there is no use trying to fool ourselves or others and do not think we are going to see anything like a good healthy revival until after the elections. A presidential year has always been more or less of a "holding back" one, and we think this is going to be no exception. There is one thing sure, and that is when the revival does come there will be

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plenty of business because everybody's stock is low, and to do any amount of business everyone must buy liberally. This applies not only to the dealer, but the manufacturer. We are patient. We advise our friends to be patient. A good time is bound to come because a country like this cannot be kept down very long.

Schoverling, Daly & Gales: My last letter said something about drifting; I think we can now say truly that we are beginning to sail. The breeze is not very strong, but still we can feel it. Last month was only 3 per cent. behind 1907, which our friends say is not bad.

I note one traveler has just sent in twenty orders in three days, which is decidedly encouraging.

In reply to your question, most of the consumers who are buyers of our goods have money, but they are more inclined to hold on to it than usual.

However, things are improving in this respect and the spring days seem to have stimulated our customers considerably. Stocks are running down very materially. It was only yesterday I observed that buyers seem to be learning what they could do without. The general report would be improvement in all directions.

In bank matters, I am glad that the idea of a currency commission is growing stronger. This morning's report on clearing house certificates is a point against the Aldrich bill and in favor of the Fowler bill, which seems to have many good points, although the idea of the commission is the best plan.

Pittsburg, Pa.

Logan-Gregg Hardware Co.: Recovery from the severe depression of the winter months has been slower than we expected. The patient had a severe shock, and it takes time to gather strength again. We suppose Pittsburg has felt the depression as much, if not more, than other business centers. The steel business which is our main industry, is proverbially either prince or pauper, and just at present is posing as the latter character.

Fifty per cent. of the business of the same months last year is about what our manufacturers and miners are doing. Merchants are doing better than this. Probably 70 to 80 per cent. of last year's business. They are getting the larger part of it from agricultural districts, and what is to be had from manufacturing and mining towns.

Now as to the future. We are quite hopeful. Money is accumulating in the banks and getting cheap. All the ordinary sized borrowers can be accommodated now, and it looks as though it would not be long until the railroads can get what they need. Although quite early for crop outlook, the present outlook is favorable. Should there be a large crop of the principal products, fall trade will undoubtedly be good.

The presidential campaign will, of course, have some effects in retarding progress, but cannot hold business back long if good crops are assured.

Everybody is following a conservative course, so that there are no heavy stocks thrown on the market, nor do we think solvent merchants are carrying heavy stocks. When the recovery comes, as come it will, it is likely merchants will find themselves short of goods. The farmers must have money in their pockets and in their banks from the good crops and good prices of the past few years, and they will spend it as soon as they are assured that the turn has been made for good times.

There is some difference of opinion as to the policy of holding prices. Some maintain that a cut to bottom would stimulate buying and start the idle mills, while others think that no more goods would go into consumption at low prices and that it is better to keep them on an even keel in both good times and bad.

Frequent fluctuations are disastrous to profits and to be avoided if possible, but the great law of supply and demand must rule in the end. If prices are to be cut, it would be best for all concerned to do it now, rather than wait several months and then have to do it. Merchants are buying in small quantities at present, not knowing what to expect.

Cleveland, Ohio

George P. Norton, George Worthington Co.: There has been a marked improvement in the trade conditions in our locality. Still, as stated in a former communication, there has been very little falling off with us in the volume of business from the agricultural districts, although there had been a falling off in the manufacturing districts. There has, however, been a marked improvement in all sections, and our trade in the city has improved steadily. While we do not think that there is any tendency to speculate, we are inclined to think that most merchants are buying what goods they think they can dispose of within a reasonable time.

There always has been, and we presume always will be, a tendency on the part of the merchants to be conservative in the presidential years, but we think that this presidential year has already been discounted to a great extent, and with favorable weather conditions and favorable crop conditions from now on, we will have a substantial trade for the balance of the year.

It has been our suggestion to our customers from time to time for the last six or eight months to buy such goods as they usually sell and to anticipate their wants for a reasonable amount of goods and we think a great many of our customers have followed along this

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line, with the result that their stocks are in fairly good shape. We believe, however, that there will be a satisfactory demand for goods for the balance of the year.

We think the situation so far as the banks are concerned is all right and that any merchant can get a reasonable amount of money, provided he is to use it in his legitimate business. There is, we believe, a tendency on the part of the banks to frown upon outside speculation and we think it is well they should do so. It has been our experience in the past that the merchants who have looked closely to their own business and have left the speculation in outside stocks and outside business to others, have usually been winners in the long run.

The weather conditions so far this spring have been very favorable. In the wheat crop, which is one of the main crops of Ohio, if nothing unforseen happens, we should have a bumper crop for this year. The farmers throughout the territory in the several States which we cover, are in good shape. We can see no reason why they should not use a reasonable amount of goods, and none for apprehension. Indeed, we have considered that the merchants who are conservative optimists are those who will meet with the greatest success.

Davenport, Iowa

Col. James R. Nutting, Sickels, Preston & Nutting Co.: One of our best and most prosperous fruit growers considers the fruit crop assured. We asked, "How about late frosts—especially for peaches and pears?" He replied that killing frosts did not occur oftener than once in fifteen years, and that he did not anticipate any trouble of that kind this year. He also added that in his opinion this would be a banner fruit season.

Farmers are working in the fields; wheat is sown as far north as the Dakotas. The truck gardening is well under way, the vegetables that are raised under glass are coming into market very freely and at reasonable prices. By the way, this branch of vegetable gardening is increasing and does much to supply the table. Pastures are green as in June; hence the dairy and poultry products are abundant, and the cow and hen are very much in evidence in Iowa now. This being an agricultural State, these conditions suggest a promising year in Hardware as well as other lines of commerce.

Consumers, as a rule, have plenty of money, a handsome balance to their credit in the savings banks and a heart to spend it. The stocks in the hands of the retail dealers are very much depleted. This is proven by the report just received at this desk from our shipping department, that our mail orders are unusually heavy—much larger in proportion than our agents' sales—showing that customers are in such urgent need of goods that they cannot wait for the traveling salesman to appear. Yes, retailers are filling up rapidly, to meet the demands of their local customers. Prices seem satisfactory and people will not decline to build or improve on account of prices of building material, especially builders' Hardware.

Collections are very good indeed. In fact, the banks claim that their commercial paper is and was paid promptly even during the so-called panic last fall. You will remember that Davenport banks are and have been very strong at all times and they still remain in business on Easy street. They accommodate their patrons with all the money they need for legitimate use at low rates of interest, but of course they do not encourage speculative investments.

There is apparently less holding back in business on account of its being presidential year than usual and less interest taken in the policy of the different parties than in the question of loaves and fishes.

St. Louis, Mo.

Chas. Niekamp, Beck & Corbitt Iron Co.: Business in this section of the country is picking up very slowly. There is not the volume by a good deal that there was last year, but indications for better business are good and we hope that those are right. We find that our business for the month of April to date is an improvement over last month's business for the same number of days. Collections in our territory are fairly good. So far as our traveling men report, the prospective election does not enter into the conditions as yet.

In a conversation with several bankers a day or two ago, it was their opinion that the election would cut quite a figure in this year's business and, judging from the way that they expressed themselves, they had better information by far than that obtained from our sources. We feel that when the weather settles down, we will be able to report quite an improvement.

Saginaw, Mich.

R. C. Morley, Morley Bros.: The volume of business among the jobbers is very near last year's high record, and although we know that the manufacturers have been doing very little business, we are positive there has not been a corresponding decrease in consumption, but that contraction of stocks is responsible for the falling off of business of the manufacturers. There has been a vast amount of liquidation since last October. Merchants have converted their stocks into cash as much as possible, and have been much more energetic along the lines of collection.

We believe that the stocks in merchants' hands are lower than they have been for some time, and as soon as politics cease to be a fac-

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tor in the situation, which will probably be after presidential nominations are made, conditions will be more normal. Collections are even ahead of last year, which certainly shows that in this section at least, basic conditions are good, and the low rate of interest at which money is at present available for legitimate mercantile purposes, is certainly a very healthy indication of a more general resumption of business.

Paterson, N. J.

Edw. Van Winkle, J. A. Van Winkle Co.: Paterson is particularly hard hit. Our locomotive industry is closed, the Passaic Steel Co. in the hands of a receiver. Machine shops are running on half and quarter time, with great scarcity of orders. The silk business is bad, with the outlook very poor. A good many failures have taken place, due to large stocks of raw silk being on hand with some concerns, and a great reduction of price in raw silk causing many concerns to go to the wall.

We really think the outlook in this territory is worse than it has been in twenty years. Further, money is very hard to collect. Our banks, however, are in particularly good shape. There is not a bank during all the depressed times that has refused any request of their clients. I really believe that the banks are closer to their clients in this city than any other city in the United States. They seem to know very thoroughly whom they are doing business with, and treat them accordingly.

With all these conditions, for some unknown reason, our business has been phenomenal. We think this is largely due to good help and interest in their duties by our clerks, and we therefore advocate very strongly, if a concern wants business in dull times, and to be as nearly up to standard as possible. Have full confidence in your clerks, be close to them, and our prophecy is that returns will be satisfactory. The particular outlook in this territory is not promising. Several contemplated improvements have been held in abeyance until times shape themselves more satisfactorily.

Omaha, Neb.

D. Baum, Jr., Baum Iron Co.: Omaha seems to be the hub of prosperity. Our banks are on a firmer foundation than those of any other city. The bank clearings are on the increase, showing substantial gains over last year. There are fewer unemployed, in proportion to population, in this city than in any other. Retail trade is better here than elsewhere and shows substantial increase over last year. The jobbing trade is about normal for normal years.

Building operations continue on a large scale and new capital is constantly coming in. We are informed that this city will become one of the main distributing points for the army, which will add largely to the volume of our trade. We are also informed that there will shortly be erected a wool warehouse with a capacity of 200,000,000 pounds. This will make Omaha the largest wool market west of Boston. We now have the second largest packing center, the second largest grain market, and, in all, have one of the best of American cities.

The condition of the country tributary to Omaha is very good. Collections are about normal and merchants are buying as their needs dictate. The presidential campaign has a slight influence, but is not of much concern to the state of Nebraska, as our people are too busy thinking about their richly productive farms, thriving cattle ranches and prosperous lines of business throughout the State.

We are glad that we are the hub and, if it is possible by close attention to business to remain so, there can be no need for worry in this city and State.

Little Rock, Ark.

James J. Mandlebaum, Fones Bros. Hardware Co.: Most of the consumers have money, and while we could not say they are very extravagant, yet they are willing to spend it for what they are needing. The retailers' stocks are low and they are buying as their requirements call for. No complaints are being made as to prices.

The especially hopeful features of business found in our territory are that the farmers are in good condition and are now getting ready to put in their next year's crop; collections are reasonably fair and we think the banks are back again to a reasonable frame of mind, but previous to the panic, it appears that most of them had loaned up their funds too closely, and while they are now taking care of their old customers, as a whole, they are not making any new loans. In our State, the presidential year does not seem to affect business much.

Nashville, Tenn.

John M. Gray, Jr., Gray & Dudley Hardware Co.: It looks to us like general conditions in the South are gradually improving. Our business in March was much better than we anticipated it would be, and while the volume of our sales fell off something like 18 per cent. from March of last year, we feel pretty well satisfied with the results.

We think that the people of the South are in good shape. The consumers have money, and while they are not spending it as freely as they did, they are buying what they need.

The stocks of goods of the retail dealers are not large, as the retailers and jobbers have been pursuing a policy of reducing their stocks for some months, consequently most of the dealers are carrying light stocks at present. Prices are all right, and are being pretty well maintained. We do not hear of any cutting going on.

Collections are very satisfactory, and the

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banks are getting back to normal again. They are loaning people money who are entitled to it, and charging them a reasonable rate of interest, and are accommodating their customers as they should.

We think that this being presidential year will have more or less effect on business, as it has always done in the past, but we believe that a little later on when the crop prospects can be foretold and the presidential election discounted, that the summer and fall trade will open up very satisfactorily, and we look for good business at that time.

Reading, Pa.

A. B. Stein, Stichter Hardware Co.: Collections are very slow at the present time, and we are at a loss to understand the same, as we know some dealers have the cash in bank and at the same time do not meet their obligations promptly, and only help to demoralize trade and stop the circulation of money.

The retailers are only buying in a small way, from hand-to-mouth, and very few even want to buy seasonable goods before the season is open and have a demand for the goods.

We think the prices are all right at the present time, and would not like to see any decline, as it would only help to demoralize the trade.

We do not think trade is holding back on account of presidential year, but more on account of newspaper talk in regard to bank failures; although we think everything will be considerably better after the weather is settled.

Syracuse, N. Y.

Burhans & Black Co.: Trade in New York State is from 25 to 33 1-3 per cent. less than one year ago, during the same period. We have information from manufacturers also who say that their sales are affected in the same ratio. The trade from now on, we believe, however, will be much better, owing to the fact that the retailer will have much better trade conditions as soon as the roads are better in the country districts. This, of course, has much to do with business; especially in the mountain regions and towns some distance from the railway.

Collections are what we might call good, and the banks are doing their duty with their customers in this particular section. We cannot help but think that the future will be much brighter during the last half of 1908.

Wilmington, N. C.

M. W. Jacobi, Jacobi Hardware Co.: Conditions in our section are not as bright as we had reason to hope that they should be, owing to the large crop of cotton. It seems that our farmers are inclined to speculate and hold cotton, which they have done to an unusual extent this season, so that to-day there is a large amount being held which they expect 15 cents per pound for, which it is hardly possible for them to get, as it is not in keeping with the prices of cotton goods and products made from cotton, for which there seems to be little demand, and prices are ruling much lower.

Our banks are in a healthy condition, and have not yet found it necessary to issue script, nor have they failed to make currency payments.

We believe that merchants are inclined to reduce their stocks, as they feel that values will rule lower, the general policy being to buy from "hand-to-mouth."

There has been considerable curtailment in building, and practically little or no work being done by the railroads, who are, after all, the largest consumers of labor and material in our country; as a result many are out of employment and business necessarily is affected.

There is generally a feeling of caution exercised during presidential years by our people, but we do not believe that this materially enters into present conditions, our condition being more of a reflected one from the large money centers.

Our country has unusual natural advantages and facilities, and there is a movement by the Carolina Trucking & Development Co. to colonize desirable immigrants in our section, which we feel will be successful and of great benefit to us.

The South must continue to grow, and we feel that despite the present financial cloud passing over the United States, we will show substantial gains during the coming year.

Fort Smith, Ark.

F. B. Dunlop, Speer Hardware Co.: It is impossible for us to be enthusiastically optimistic regarding conditions in this section, at the present time. One is apt to judge general conditions by his own surroundings and environments at times, and while, as a rule, we endeavor to look on the bright side of things and earnestly look for the rainbow of promise, yet there are times, when surrounded by adverse circumstances, one is apt to become pessimistic. The American people, however, are a resourceful people and can be relied upon to recuperate quickly from any calamity.

We are in the center of a large coal mining district and the miners went out on a strike on the first instant. Several thousand miners are out of employment, and it looks now as if this condition would exist for some time to come, as there is apparently no disposition upon the part of either the operators or the miners to make concessions.

There is very little demand for lumber at the present time, and most of the mills in our territory are either shut down or are working half time. Our collections are fairly good, and the banks have begun to loosen up. Retailers' stocks are low, and a general feeling of conservatism exists. When the atmosphere clears

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up a little, the presidential nominations are over and faith in the stability of the market is restored, we believe business will again resume normal conditions, though slowly. We are optimistic, but conservatively so.

John T. Law, Atkinson-Williams Hardware Co.: As to the business conditions, and future outlook for this community: It is a little puzzling just at the present time. Since the first of the year we have enjoyed a very fine business, and the outlook has been very promising.

The late financial disturbance affected our country districts very little, if any, and the only real trouble we experienced, was on account of the banks not being able to make their usual loans. Our lumber districts were also badly affected, but with these exceptions, everything has been about normal. The banks have some time since resumed their normal condition, and their reserves are greater than ever. The lumber people are again finding a market for their output, and we expect all channels of trade to profit thereby, and the past healthy conditions to prevail.

Boston, Mass.

Bigelow & Dowse Co.: February sales showed a loss of 8 per cent. over last year, while March was 40 to 50 per cent. ahead. Collections in February were about 5 per cent. less, but in March they were practically the same as last year. Trade in farming communities is about normal, but it is bad in mill towns.

Customers are not buying in advance of their wants, but are not carrying large stocks. All seem to be conservative and are buying light, but often.

Many more than usual are drawing on the jobbers' stocks, in preference to sending their orders to the factories.

While banks are conservative in their credits there is plenty of 5 per cent. money to be had for the asking—we look for sunshine and clouds for business enterprises, until after election.

In the meantime we are sparing no efforts to keep abreast of the times—believing everything will be in better shape after confidence returns, than it was before.

Chicago, Ill.

A. C. Bartlett, president Hibbard, Spencer, Bartlett & Co.: Trade is not what it was a year ago, nor can it be under present conditions. Railroads are not purchasing material, mines are not being worked to their full capacity and manufacturers have curtailed their output. Retailers' stocks are low; consumers in the country are well supplied with money, and, were it not that they had heard or read of a panic in Wall street last year, would be inclined to spend it freely. Collections are good. Banks are normal, except for their overcrowded money vaults. A presidential year is always one of decreased business.

The most encouraging features are that retail merchants are buying more freely than they have done at any time this year, and that the business of each succeeding month, as compared with the corresponding month of last year, makes a more favorable showing.

The country is rich, and if the crops are good, we believe that the footings at the end of the year will be satisfactory.

Burlington, Iowa

Robert Donahue Iron & Hardware Co.: While our January and February business was almost equal to 1907, our business for March is almost 20 per cent. greater than the same month in 1907. This is an agricultural district, and the prices on everything the farmer raises (with the exception of hogs) has been maintained all through the period since the panic began in October.

The farmers have plenty of money, but there is the feeling that we must all go slow. Values are high, although in many cases there has been a readjustment. Stocks throughout the country are low, the railroads are not buying, but as business increased in March with the jobbers, so later on the railroads must come into the market.

After the presidential nomination, with the crops all in the ground in good shape, we believe that business will continue in good volume, although we are convinced that values will be lower, and orders will be small but plentiful. Collections are fair.

Wilmington, Del.

Capelle Hardware Co.: In our section the consumers seem to have money, but are holding it fast. In our home town money is somewhat scarce among the consumers, owing to the closing of several of our largest manufacturing plants. The employes of these concerns, realizing that food comes before Hardware, have forsaken our trade that they may be longer able to patronize the corner grocer. In our outside territory, however, customers report good business, but a decided increase in charge accounts. As a logical result of large book accounts, the retailers have allowed their stocks to diminish in volume, and seem unwilling to stock heavily until ready money flows more freely.

Regarding prices, we feel that most goods in our line are too high, but hope to see them sink to a normal level before long. The consumer seems unwilling to pay an advanced price, and in many cases will go without rather than do so. Then, too, it offers opportunities for the substitution of cheap imitations for standard goods—a practice which we discourage whenever possible.

Collections outside of Wilmington are fairly good, especially among the smaller trade. The agricultural interests in this section seem to

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have plenty of ready money, and those of our customers who depend on the trade of the farmers do not seem to have felt the recent panic. The outlook for future business in the rural districts seems good, as crop reports are distinctly encouraging

You ask whether people are holding back on account of presidential year? No, not for that reason; our trade seems to distrust the good intentions of those who have framed the new currency measure, and until confidence is restored by the adoption of a suitable measure there will be a certain fear of the power of vast accumulations of wealth.

Altoona, Pa.

W. H. Goodfellows' Sons: Trade conditions in our vicinity are no better now than they were the last time we wrote you, if as good. About 3,000 men have been laid off by the Pennsylvania Railroad Co., which, of course, makes money scarcer here. You ask if consumers have money; we think very little, if any. Retailers' stocks are very low and they will not replenish at present. As far as prices are concerned, the only goods in our line that have declined, are window and plate glass What we depend on, almost entirely is builders' Hardware and glass. There is practically no building contemplated in this city and vicinity this summer, that we can find out. Collections are fairly good and the banks are discounting good paper. We do not know if people are holding back on account of the presidential election or not, but it seems more a scarcity of money and work than anything else at present. We must say in all candor, that business is very dull, and with little prospects of being brighter in the near future. We do not look for a return of good times until after the election.

Denver, Colo.

R. E. Dreyer, Moore Hardware & Iron Co.: We are pleased to report trade conditions about normal, in comparison with twelve months ago. We believe the consumers have the usual amount of money, but are not quite willing to let go of it. It seems to be the disposition on the part of everybody to be doing something and starting the summer work. This is the most hopeful feature of all in our state.

In some sections it will be necessary to have more moisture to insure good crops. We expect the state will have the average farm products. The retailers' stocks are low, and all classes of trade seem willing to buy without fear of change in prices. We do not anticipate any special features to bring about an abnormally large trade, and are preparing for an average year. The presidential election should not have much effect on trade conditions in our state.

Possibly there will be few large enterprises started during this year, but those already in progress will insure permanent occupation for skilled and unskilled labor which is now in this territory. Collections have shown some improvement in the last thirty days, and with constant effort we believe that within another month we will be going along without any special reason for apprehension in regard to the future.

Topeka, Kan.

W. A. L. Thompson Hardware Co.: In looking over the situation for Kansas we find trade is about equal to last year, barring demands from our western railroads, which have fallen off considerably. Of course, Kansas is an agricultural country; from that standpoint everything looks very promising. Our wheat is very fine and we have a large acreage. Our banks are in good condition and can take care of any legitimate demand that may be made upon them, and the rates are low. Our retailers have been very conservative in their purchases, but are buying as their demands are created, barring the usual opinion that the presidential year may have some effect on business.

We do not see anything to prevent us getting through the year with a good business.

Quincy, Ill.

R. Tenk, Tenk Hardware Co.: We are especially pleased at this time to report that our business so far this year is larger than for the same period of 1907.

Our collections have been and are entirely satisfactory; however, report comes from our customers that the consumers have considerable ready cash or cashable goods, such as grain, live stock, etc., but are inclined to be a little slow in separating themselves from cash.

As there has been no damage in this locality to the fruit crop so far, on account of unseasonable weather, and the growing crops being in splendid condition, we feel especially enthusiastic regarding the outlook over our territories for the balance of this year. Of course, along the river, there is liable to be some floods; also insects and drouth have not yet had their innings.

Retailers' stocks in this locality are not heavy, although we cannot say they are low—but they are not filling up. This is largely due to hopes of lower prices caused by the actions of some of the very largest manufacturers in certain lines; also some jobbers—but not the "local fellows"—who have done things, sometimes through their salesmen, which smacked of weakness. While the actions of certain manufacturers are to be regretted, we should all be thankful for the support given the market by the larger majority of level-headed men.

We hear of practically no trouble in banking affairs, as was the case a short time ago.

We feel that this being presidential year has caused more talk in the way of predictions and anticipation of a let-up than it has actual effect.

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General conditions have very much encouraged us in keeping all lines of our stock "chuck full," because we know that the merchants will need the goods, and we want to be in position to supply their requirements, because it helps wonderfully, especially our rapid fire mail order service.

We are experiencing about as much trouble from delayed freight shipments as we did when business was booming. This is very likely due to the railroads having laid off so much of their help that those remaining are not able to handle the business offered. We also find that some of the manufacturers are getting a little behind in filling orders.

Pittsfield, Mass.

Peirson Hardware Co.: Our sales for the first three months of this year are a little under 10 per cent. less than for the corresponding months of last year, and, analyzing these sales, we find that our cash sales are slightly larger than last year.

Our orders from the country trade for seasonable goods were not placed as early as usual, but are now coming in a fairly satisfactory volume. The fact that our cash sales are increasing seems to indicate a reasonable amount of money in circulation. The falling off has been in our trade with the mills, which are running on short time, or are temporarily closed down, but in talking with the manufacturers we find that they are hopeful of being able to resume full time before many weeks, so that on the whole we look forward to a fair volume of business the present year.

Collections have been somewhat harder than usual the last two months, and the deposits in the national banks have been steadily falling off, but their own customers have been taken care of, and there is no feeling of uneasiness as to money matters.

Building operations are commencing better than we had expected, and we think skilled labor will be fairly well employed in this section.

After spending three days in New York, the writer comes home more impressed than ever with the feeling that the late business trouble was particularly a New York affair, and that New York people need bracing up.

One representative, a New York man, told the writer that the loss in business there had been estimated at from 38 to 50 per cent., but in view of the situation locally and of the reports from other parts of New England, it strikes me that his figures must be largely exaggerated.

The June Conventions

The joint gatherings of the Southern Hardware Jobbers' Association and of the American Hardware Manufacturers' Association, to be held at Hot Springs, Ark., in June, have, on second consideration, been reduced to three days rather than the four, as was first announced—the 9th, 10th and 11th. While the programmes of the two gatherings have not been carried far enough forward to be officially announced, a general outline of the three days' proceedings is possible.

The opening will occur on Tuesday at 10 a. m., and will be the usual open session, to which members of both associations and guests are invited.

The meeting will be called to order by John Donnan, president of the Southern Hardware Jobbers' Association. After brief remarks by this gentleman, there will be an invocation by a local divine, followed by the chorus of "America."

The mayor of Hot Springs will then deliver an address of welcome to members and guests, after which the following subject will be taken up for general discussion, "The Recent Panic, Its Causes and Remedies."

The first speech will be made by a member of the American Hardware Manufacturers' Association, not yet chosen, and he will be followed by a member of the Southern Hardware Jobbers' Association. There will follow a general informal discussion on the question.

Then will come the report of the reception committee, outlining the social features of the occasion, which have not as yet been so far arranged as to permit of special mention. The appointment of special committees will follow, with the introduction of new members, visitors and guests.

At 2.30 p. m., Tuesday, there will be a separate executive session of the two associations, and the entertainment features of the evening are to be yet announced. On Wednesday at 10 a. m. there will be special executive sessions of the two associations, followed at 2.30 p. m. by joint sessions of jobbers, manufacturers and other representatives, the jobbers being on this occasion the guests of the manufacturers. This session will be opened only to members and invited guests, and will be called to order by Charles W. Asbury, president of the American Hardware Manufacturers' Association.

The special subject to be discussed will be: "Is the Policy of Protection, in its broad sense as viewed by the Business Man, detrimental, or advantageous, to the allied Hardware interests of the country?"

Another subject for discussion on this occasion will be, "Should not Associated Manufacturers who control prices protect the jobber against decline on stock on hand?"

The programme for Thursday has not yet been even tentatively decided upon.

Despite the distance and the warm suggestiveness of southern travel in June, the indications point toward a gratifying attendance. Both Secretary-Treasurer Mitchell, of the Manufacturers, and Secretary-Treasurer Kersey, of the Jobbers, are gratified with the indications shown in responses from members of the two associations.

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HARDWARE THE WORLD OVER

A MARKET REVIEW

The Collated Information Received by an American House—The Selling of Special Lines—How the Various Nations of the Globe Stand in Purchasing and Paying Power—Causes for Depression or Prosperity.

By THE SIMMONS HARDWARE CO.,
St. Louis, Mo.

You ask for a statement as to trade conditions. We infer that your letter was sent to jobbers generally throughout the United States, and as their replies will give in detail full information as to local conditions in each particular section, any statement we would make would be but a repetition of the information given by others, as our local business from St. Louis and our various branch houses comes from every State and territory in the Union.

As we are also selling our special lines of Hardware in many foreign countries, it may interest your readers to know what the present conditions are in those countries where American Hardware is being marketed. We, therefore, give you a statement as to the trade conditions at this time in the following countries:

CANADA.

In the eastern and central parts conditions are normal and the volume of business up to the average. The western part continues to feel the effects of the poor crop of last year and the reflex of the financial conditions in the United States during last fall. Immigration, however, has again started into that section from England, Scotland, Ireland and the United States, and this has resulted in the starting of new business enterprises and a general feeling of hopefulness among the merchants. The volume of business will be short for the first three months, but the balance of the year should show an average trade for this territory.

MEXICO.

This country feels the effects of the poor cotton crop of last year and the shutting down of a good many mining enterprises, caused principally by the financial conditions in the United States. The volume of business for the first three months will be somewhat less than it was last year, but there is a decided awakening of renewed confidence among the merchants that promises well for the balance of the year. Our salesmen are now sending in very good orders and the merchants are paying up fairly promptly.

CENTRAL AMERICA.

Conditions normal; volume of business normal. Results for 1908 should be fully as good as for 1907.

CUBA.

There is an unsettled feeling among the people on account of the uncertainty of the stability of the government when the American forces are withdrawn. This, coupled with disastrous strikes and the shortage of the crops, has reduced the volume of business for the first three months, and we do not look for any decided improvement in the country for the balance of the year. Customers are not paying up with their usual promptness. Cuba also suffered to a certain extent from the financial depression of the United States, but not to as great an extent as we felt it here at home.

PORTO RICO.

Conditions are improving all the time and the volume of business should be larger in 1908 than in 1907.

UNITED KINGDOM OF GREAT BRITAIN.

The conditions in England, Scotland, Ireland and Wales are normal. Business is rather better than usual, and there is no feeling of depression such as we are having. The volume of business this year should be fully equal to that of last year.

FRANCE.

Conditions are normal. The volume of American goods going into France is increasing, and we expect an increase in business in 1907.

GERMANY AND SWITZERLAND.

Conditions good; business improving; volume of business for 1908 should be larger than 1907.

The business conditions in the balance of Europe not mentioned above may be said to be normal, excepting Russia, where the depression is great, and we cannot hope for any great amount of business from that country during 1908.

INDIA, BURMA AND STRAITS SETTLEMENTS.

This embraces one of the special territories of the Far East. Conditions are better than usual. The unsettled feeling among the people seems to have quieted down. The crops are fair and there is less talk about hard times than usual. The exports of the country are growing and the imports of American products are increasing. We expect an improvement in our own business for 1908 over that of 1907.

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CHINA AND JAPAN.

Conditions in China are normal. We should have a larger volume of business from that country than in 1907, because we are working it more thoroughly.

In Japan the conditions are decidedly bad. There is a spirit of unrest among the people and uncertainty among the merchants. Taxation is heavy, which reduces the purchasing power of the consumers. In addition to that there is the usual effect that comes after a period of over-speculation such as followed the war between Japan and Russia.

PHILIPPINE ISLANDS.

There is a decided feeling of unrest among the people and of doubt among the merchants. Our own business, however, is somewhat larger than heretofore—not because the conditions are better than they were in 1907, but because we have new people looking after our interests, who are better prepared to get results than heretofore. We are, therefore, looking for an improvement in that territory.

AUSTRALIA, NEW ZEALAND AND TASMANIA.

In Australia there has been a lack of the average rainfall, which has hurt business to some extent. The crops are not so good as they were last year, and, therefore, our business for the first three months of this year has fallen off. There has recently been an improved feeling among the merchants owing to the reduction which is contemplated in their new tariff on some of the lines which we are sending to that country. We have already received large orders for seasonable goods and are looking for a continuation of our usual business.

New Zealand is prosperous as usual, although there was a lack of rainfall during the past year, which hurt certain sections. Both the North and South Island, however, are prosperous. There was a feeling of satisfaction among the merchants which has been evidenced by the amount of business that is coming to the United States.

Tasmania, small in area and population, but usually prosperous, is enjoying normal conditions, with the prospect for business fairly good.

HAWAIIAN ISLANDS.

Conditions are normal. Prospects for business somewhat better than they have been. We are receiving the usual amount of business from that section.

ARGENTINE REPUBLIC AND URUGUAY.

In Argentine the crops have been very good. In certain spots there has been some depression, but as a whole the prospects are good and we expect the usual volume of business.

In Uruguay the conditions are normal. Business is good and we expect the usual volume of business from that country.

PARAGUAY.

Conditions are better than usual. There is a possibility of a gold basis being established in their monetary system in the near future, which is a great encouragement to the merchants. Crops have been good and the volume of business should be better than usual.

In the balance of South America, taking it as a whole, conditions can be classed as normal. There is a decided depression in Venezuela, but this is a very small part of the country. The balance of the country, with the exception of Chili, can also be classed as normal, with Chili below normal. We look for no falling off in the volume of business which we are getting from that country.

BRITISH WEST INDIES.

Conditions are somewhat better than usual. Jamaica is recovering from the great earthquake disaster. The balance of the country is in fairly good condition. We expect our regular volume of business in 1908.

AFRICA.

Conditions are very bad and they have been so for several years, and show no sign of improvement.

Sell American Lamps

In the sale of lamps and lamp ware in Bolivia, South America, American manufacturers are able to make sales in competition with Austrian lamps. One well known American lamp with nickel finish is in fair demand. Hanging lamps are quite popular and are found in many residences. Bolivia depends almost entirely on kerosene for illuminating purposes, so that the demand for chimneys is a constant one. It is enhanced by the atmospheric conditions at altitudes ranging from 10,000 feet upward, which cause breakage by very slight expansion and contraction. Pittsburg manufacturers appear to meet the requirements by providing a chimney that shows a maximum of durability and a minimum of loss under these atmospheric conditions, and their wares have an established demand. The Bolivian tariff on window glass, plate glass, mirrors, etc., is 30 per cent. ad valorem.

America Largest Seller

During 1907 the United States was the largest seller of agricultural machinery in Italy, whose wants in this regard are increasing every year. During 1907 up to October 1 imports into Italy from all sources, and taking account of all classes of machinery in this line, amounted to 7,365 tons, of which the United States furnished 2,535, Germany 2,534, France 504, Great Britain 1,299, and Austria 493.

During 1907 German sales were largely in plows, harrows, seeders, mowing machines, thrashing machines, root cutters, pumps, boilers, and manure spreaders; while the American goods showing the greatest favor were horse hoes, plows, seeders, harrows, and rollers.

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MANAGING THE CREDIT DEPARTMENT

A PRACTICAL EXPOSITION

The System Successfully Followed by One House—Organizing a Department of Credit and Collection—The Weeding Out of the Dishonest—Forms Which Have Proved Their Value in Practical Use—Information Book, Reports, Card Index, Ledger, Bookkeeper, Auditor, Etc.—Specimen Form Letters to Customers, Etc.

By JOHN F. HEMENWAY,
Smith & Hemenway Co., New York.

I am asked by the HARDWARE DEALERS' MAGAZINE to answer the following six questions touching on the financial relation between buyer and seller and especially the question of passing on credits and making collections.

In endeavoring to reply to these questions it is desirable to know that the viewpoint is with the manufacturer as a seller of his product.

First—How have you organized your credit and collection department?

By means of subscription to commercial agencies and collection agencies by or through whom ratings and reports can be obtained and collections made. The organizing of the collection department by a manufacturer means consideration by the salesmen of the standing of those from whom they obtain orders and in case of a question as to credit, making especial mention of it at the time of sending in the order. This is necessary when sending in an order from a new customer, or if an old customer has for some reason become slow pay or overextended.

With an old customer your own office experience and the information that you obtain through outside sources, either by special reports or by the reports of collection agencies of claims that have been placed against the customer, should lead to a correct decision as to extending further credit, and the amount, dating, terms and how much, if any, overtime to allow should the account not be paid promptly at maturity.

Second—How do you judge credits?

In answering this question it is proper to refer to the above and add:

From the opinion of the salesmen;

From the ratings in the commercial agency books and from special reports;

From references, if any were given.

It would undoubtedly be well to mention in this connection that Hardware being an old and established trade and having many firms long in business, there are those in the trade whose credit is unquestioned. There are others to whom credit would be extended to a limited amount, either large or small, without special reference to terms. There are others who should be limited in amount and whose payments should be prompt, and such should not be granted special favors either in the amount or in time without there seemed to be a good and sufficient reason. Many customers have been on your books for some time, and to whom you will have extended credit, given extra time or extended an unusual amount under special circumstances or conditions and the amount or the time should be governed by those circumstances and conditions.

Third—How do you handle touchy or uncertain customers?

By being perfectly straightforward and square with them. By stating our position frankly and avoiding a discussion by letter. By having troublesome matters of claims, or misunderstandings, settled by the salesman if possible on his next visit, rather than attempt to settle them by letters which may be misunderstood and could be the beginning of unpleasant feeling.

Fourth—How do you weed dishonest buyers out from among safe risks?

This is one of the difficulties of the creditman, and it is right here that the question of good judgment and small losses is found.

Knowing your line and the probable purchases of a dealer in a given locality and with an average stock, one should be quick to discern an order which seems to be out of proportion to requirements. Any unjust claims for shortages and other allowances indicate an unfair intention as does a persistent delay in paying and lack of attention to letters or other reminders of an overdue account. Experience is the best teacher and leads one to judge by certain signs which may crop out, either those suggested above or others which may vary with the firm or individual. Your salesmen and your recent attorney report should be of mutual help; if both are honest with you, the previous discovery of some apparent weakness should be confirmed by the report from either one or both of these sources.

Fifth—How do you get quick, accurate, inside information about a customer's ability to pay?

From the commercial agencies, from the attorney and from your salesmen. In case of doubt the references of the customer may be relied upon for the first sale and in many cases

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other later sales, provided you are fortunate enough to know any of the references given.

Sixth—What is your method of collection by mail?

The custom of the trade is to send out statements of account monthly and that seems desirable. With the statement of account a polite request for payment of an overdue account, either with or without notice of draft, is of undoubted advantage.

Drafts through your own bank rather than drafts sent by you direct to a bank in the city or town of your customer. Reminders if drafts are returned unpaid. In a chronic case or where no attention is paid to requests for payment, to drafts or reminders, an attorney draft may be used as an extreme measure.

There are certain forms of letters which are effective in some cases, suggested by different collection agencies and which often save the usual collection fee.

As to forms in connection with the handling of credits, rubber stamps can be used to advantage if there is no objection to them. For instance, to prevent oversight of an order which may be on a letterhead, use a rubber stamp with the word "order" in letters one-half inch long. If you wish information as to the rating of the customer use a rubber stamp with the letters "agency rating" in small letters and below which will be a sufficient space for the rating to be inserted.

If you wish to know your experience as shown by your books, a rubber stamp can be used as follows:

Ledger Folio.

Dun.	Bradstreet.				
Acct. opened.	Method of payment checked.				
Terms.	How. Discounts.		Prompt at maturity.		C. O. D.
Credit limit.	10 days.	30 days.	Slow	Very slow.	Sued.
Remarks.					

Or, if this is too elaborate, you can change or cut out to make it meet your requirements.

To avoid an order being filed without having been first properly handled and made out, use a rubber stamp with letters one-quarter inch long, reading "Orders made out." If you make a practice of acknowledging your orders use a rubber stamp, reading "This order has been acknowledged."

FORM LETTERS.

These can be used to decided advantage and should be made up by the creditman in a series of, say, three letters based on his experience, the first of which should be a little more than a general reminder, and succeeding that a letter a little more pointed, and the last one should insist upon immediate payment or state plainly that collection will be enforced.

Some creditmen object to form letters, and while a letter with more individuality is undoubtedly of greater force, a form letter may answer the purpose in some cases and especially where there are a number of firms to be written at about the same time. Moreover, the form letter suggests ideas to be used in the more personal or individual letter.

Some excellent suggestions for form letters are made in the April number of the HARDWARE DEALERS' MAGAZINE, which may be taken by the creditman as a guide from which to make up his forms, making such changes or additions as may seem wise or necessary to more fully meet his needs.

INFORMATION BOOK.

This can be made extremely useful and a ready reference book of practical information with regard to credits. Use one of the Chicago or other indexes intended for the ledger, but kept especially for this purpose and made for several thousand names. Have it well bound and with outside canvas cover, as it is a permanent book and in constant use. Insert the name and address, the ledger folio, the agency ratings and any indications desired with regard to the following:

Amount of credit if limited; terms if special; how the firm pays; if slow pay.

This information book or ledger index can also be used for the *black list*, by an indication that is known to the initiated, but unknown to others. A simple mark is all that is necessary to indicate those that are black-listed and to whom you do not care to extend credit. Be sure to enter such names with the proper mark and also *C. O. D.* or *cash in advance* customers.

The ledger is frequently in use when it is desired to make reference to it. An information book avoids the use of the ledger and thereby obliging the bookkeeper to lose time.

FILING REPORTS.

This can readily be done in connection with the information book, by giving each name a number and filing the special reports and any information that may be received *under that number*. For such purpose use a special envelope, with the number, name and address on the outside. It is desirable to place the number on the upper left-hand corner of the envelope for quick reference.

CARD INDEX.

Some firms prefer to use a card index for names and addresses, quotations, particulars of standing of firm, agency ratings, and how they pay accounts. This information can be readily kept on a card index of names and addresses, and practically all the information given in the information book can be kept on cards if preferred.

In some cases this is quite as desirable or possibly more so, for the reason that the cards are more frequently referred to in making quotations, for pricing orders, etc.

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In the use of either the information book or the card index it is desirable to have the same kept up to date all of the time, as otherwise one could be misled when referring to it.

Index alphabetically under names of states first; next the cities and towns under each state, and then the names of customers arranged alphabetically under the cities and towns. Do not load the card with too much data; condense all possible, and work your system well to insure satisfactory results.

The use of a follow-up card is of advantage, especially if used in a small desk card index with the cards arranged under the dates they should have attention. A simple form is shown, which can be used for this purpose and which will serve as a "tickler" to demand attention at the proper time:

FOLLOW UP

Name.

Address.

Letter.

Order.

Report Asked For.

Draft.

Remarks.

Refer To

NOTATIONS ON LEDGER.

For the purpose of the bookkeeper and to keep him informed of the decisions of the creditman with regard to the amount of credit, terms or other particulars and especially cash sale customers and C. O. D. customers, it is very desirable to have proper notations made on the ledger under the firm name and address. Usually such information can be most readily discovered when made in a different colored ink from that used regularly on the ledger. This will be entirely according to the wish of the creditman and the co-operation on the part of the bookkeeper.

BOOKKEEPER.

The creditman will secure good results by keeping in close touch with the bookkeeper and preventing any account becoming mixed up so as to delay settlement. With some large houses a bookkeeper on the customers' ledger is apt to ignore a running balance and make statement for the account of the previous month, leaving the old balance stand. This is prolific of trouble and annoyance for the creditman when settlement time comes (as it must come), and is likely to annoy the customer. Keeping the customers' ledger clean is a great aid to the creditman.

AUDITOR.

Many business houses employ an auditor to make quarterly, semi-annual or annual audits. The auditor can likewise be of assistance to the creditman if the scope of his work permits him to go into details. If he does not go into details his work may be of little benefit to the creditman except that the report of the auditor can be useful to keep him in touch with the proportionate amount of capital employed in credit accounts. This amount should not be too large or some other account may suffer.

Another question of good judgment is "When shall I force the collection of a past due account?"

This depends on the customer, the amount of credit, how long past due, whether or not a chronic case, and if you have real information or simply that you are suspicious of the credit. In some instances it is desirable to be lenient. In other instances it is very unwise. Some creditmen err on the side of leniency and others are too severe. It would be difficult to suggest a positive rule to apply, and it is for the head of the house to instruct the creditman whether he prefers sharp action in all cases without exception.

SUSPENSE ACCOUNT.

In case of placing a claim in the hands of a commercial agency or attorney for collection it is desirable to take it immediately out of the customers' ledger and into the suspense ledger, charging it to suspense account. Placing of such accounts in a suspense ledger enables the creditman to keep after them, filing proper papers in bankruptcy cases, reminding the collection agency of the claim or in any other necessary way keeping after the claim until it is positively dead.

It is far safer to charge off the suspense account at such periods as when inventory is taken and books are closed, thus closing the suspense account to profit and loss, because the chances are that if collections of such claims are made at a later time there may be at times a credit from the suspense account to the profit and loss account rather than at all times a debit.

LOSSES.

This is the end of the matter and the creditman who can keep his loss account below 1 per cent. on the sales on an average covering a series of years is extremely fortunate. This remark would apply especially to retail business.

The conditions since October have been of such a strenuous nature that more than ordinary care is necessary, and the use of discrimination and judgment by the creditman is especially required. This applies not alone to the extension of credit, but more to the collection of overdue accounts.

Doubtless there are many houses whose credit has never been questioned who may be at this time behind in their payments, but that this should occasion doubt or fear is a question that the creditman must answer for himself, and apply to each individual case. That an unusual degree of prudence is necessary every

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creditman will admit and, while collections are bad, in many cases it may be unwise and in some cases unjust to push a customer when leniency would be an advantage not only for the present, but for future good business relations.

There is another side to this, and that is the consideration of unscrupulous debtors who may take advantage of the situation and delay payment unduly, to your disadvantage. For protection against this class the credit man requires more than the ordinary care, and the latest and most up-to-date information may not reveal the fact of such advantage having been taken by the debtor. Yet it is important and often extremely desirable to obtain specific information as to why the house is behind in payments, and to that end a more liberal use of commercial agency and attorney reports

NEW YORK, ..., 190..

To

.....

DEAR SIR: To form an intelligent opinion as to your credit and believing that it will be to your advantage we ask you to favor us with a statement and request that you fill in the blank space below, completing and signing same and returning to us at your convenience. We assure you that the same will be considered strictly confidential and remain,

Very truly yours,

.....

Assets.

Real estate
Machinery
Stock on hand Manf. and Unmanf.....

DRAFT FORM WITH STATEMENT OF ACCOUNT DRAWN FOR.

NO PROTEST
PLEASE TEAR THIS STUB OFF BEFORE PRESENTING.

FOLIO
STATEMENT
INVOICE

No.....

Smith & Hemenway Co.
108-110 DUANE STREET

New York, ...*190*

$..... *At Sight, Pay to the order of*

The Importers & Traders Natl. Bank

..... *Dollars*

Value received and charge to the account of

To } *Smith & Hemenway Co.*
..... } *per*

is undoubtedly necessary at present and may be necessary for a few months to come. This care and attention is well repaid by the information that should be received and salesmen can help in this by their own careful attention to these questions, under the direction of the creditman.

In many instances the salesmen have more time than usual for looking after such cases just now; also for making collections or placing accounts in the way of collection when necessary.

Believing that to be "forewarned is to be forearmed," a creditman will appreciate the importance of such care at times of financial stress and business depression.

FINANCIAL STATEMENT

It is sometimes desirable to obtain a financial statement from a new customer. There are numerous forms for this and here is shown one of which is simple, while there are others too elaborate:

Book accounts considered good.....
Notes considered good.....
Cash on hand and in bank.....
All other assets.....
Total $.....

Liabilities.

Due for merchandise.....
Mortgage on real estate.....
Borrowed money
Chattel mortgage
All other liabilities.....
Capital stock paid in.....
Total $.....

Insured for $.....

President
Vice-President
Secretary
Treasurer
Superintendent
References

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The above is a full and correct statement of (insert our or my) financial condition at this date and is made to induce your company to extend (insert us or me) credit.

Signed

FORM LETTER TO CUSTOMER REGARDING ATTORNEY DRAFT.

$.....

To

.....

DEAR SIR: Please take notice that we have this day drawn upon you through Bank of for dollars, as per ours of recent date, with instructions to bank to hand claim to the attorney of this company for collection, if not paid upon presentation.

Signed

Subscriber to

Street and No.

City

ATTORNEY DRAFT FORM.

$.....

NEW YORK, ... 190..

At sight pay to the order of(Bank) Dollars, with exchange and charge to the account of

To

.....

At

.....

Address

.....

Note or account should accompany this draft. If not paid, hand to attorney named below.

NOTICE TO BANK. NO PROTEST.

FORM FOR NOTIFYING CUSTOMER OF DUE DATE OF NOTE.

By changing this form it can be used if desired for notice of draft.

Office of

.....

Name of maker.	Date of note.	Time.	Date due.	Rate of interest.	Amount.
Indorsed by:					Our registration number.
Payable at:					

GENTLEMEN: We have this day forwarded for collection your note as above indicated. Kindly honor same at maturity and oblige,

Yours very truly,

.....

Per.....

Dated.....

TWO FORMS OF REMINDERS REGARDING INACTIVE ACCOUNTS.

NEW YORK, ..., 190..

To

.....

DEAR SIR: Your account for some time past has been inactive, and we regret that you have not continued to favor us with your orders. We have appreciated your trade and earnestly hope for a continuance of it.

You can rest assured that we can make immediate shipment, and both our goods and prices are worthy of your consideration.

Write and let us know the outlook.

Yours very truly,

.....

NEW YORK, ..., 190..

To

.....

DEAR SIR: Having received no reply to our recent letter regarding your account, we are at a loss to know why you have discontinued your trade. We have greatly appreciated your business in the past and sincerely hope that you will continue to favor us with your orders.

Your communications will have our very careful attention. We are in a position to make prompt shipment, our prices are right and we request an opportunity to prove it.

We want your business.

Yours very truly,

.....

AGENCY FORM LETTER FOR DELINQUENT DEBTOR, NO. 1.

NEW YORK CITY, ... 190..

To

.....

DEAR SIR: Your indebtedness of $..... and int. for open account has been standing quite a long time, and it seems that you are making no effort to settle same.

You were trusted because you were thought to be honest, and that you would not incur a debt that you did not intend to pay promptly, but your delay in settling justifies the serious questioning of this good opinion of you.

Do you really think you have acted uprightly and honorably in this matter? Don't you feel that if you had half tried or denied yourself

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some small luxury you could have paid this debt long ago?

What would you think of a person who would ignore and neglect a debt due you, as you have neglected and ignored this debt? Would you feel that your confidence and kindness had been abused?

Before taking other steps to make this collection, this last appeal is made to you; to kindly pay the debt at once, or, at least, frankly state when you can do so, and in that way show that you are in reality as honest, upright and honorable as it was thought you were when you were trusted.

Respectfully,

.....

AGENCY FORM LETTER FOR DELINQUENT DEBTOR, NO. 2.

NEW YORK CITY, ... 190..

To

.....

DEAR SIR: Several days ago a strong appeal was made to you to pay the amount of $..... and int. that has been due a long time. A remittance has been patiently awaited, or, at least, a reply that would show your intentions were to make an early settlement.

Is it to be understood, by your ignoring these repeated demands, that you intend to evade the payment of this just debt? If this is the case, it certainly would justify the thought that, possibly, you are dead to every sense of honor, honesty and gratitude.

It is not intended to threaten or annoy you, but the law gives certain rights to creditors, which rights will be exercised to the fullest extent, by adopting such lawful methods to enforce payment, as will teach you by experience, that, aside from a question of honesty, it costs far more to attempt to evade the payment of a just debt, if such is the intent, than it does to honestly pay it in the first place.

If the tone of this letter seems harsh, or if your intentions are misjudged, you certainly must realize the fact, that your neglect to settle this debt is the cause, and you can readily place yourself right, by simply remitting the above amount, or explaining the cause of your delay in settling.

Respectfully,

.....

AGENCY FORM LETTER FOR DELINQUENT DEBTOR, NO. 3.

NEW YORK CITY, ... 190..

To

.....

DEAR SIR: Two communications have been sent you regarding your indebtedness of $..... and int., all of which you have completely ignored.

Nothing can be inferred from your inaction save a gross violation of the confidence reposed in you when you were trusted, and, as repeated demands for payment have not caused you to make the slightest effort to settle, this claim will now be placed for collection with the Mercantile Agency, who make a specialty of collecting from persons who can but do not pay their just debts, to which class, however, we hope you do not belong.

This agency's effective methods, for bringing delinquents to time, amicably if possible, forcibly if necessary, by use of drastic lawful measures, are too well known to need comment.

Thinking that perhaps, on reflection, you might feel ashamed of your ingratitude, after all the courtesies that have been extended you, and that possibly you might desire to arrange for payment of this debt before it is sent to the agency, and thus avoid the costs and embarrassments incident to an enforced payment, it will be held for TEN DAYS longer; but if, at the expiration of that time, you are not heard from, it certainly will be sent to the above agency for collection.

Respectfully,

.....

FORM LETTER TO CUSTOMER REGARDING OVERDUE ACCOUNT, NO. 1.

.....

To

.....

DEAR SIR: Enclosed find usual monthly statement of your account to which we call attention with the request that if in any way incorrect you advise us immediately and give particulars.

The account is considerably past due and deserves your early attention and remittance.

Failing to hear from you we will be obliged to make draft on as per statement and will earnestly request that you honor the same.

.....

Address.....

City.....

FORM LETTER TO CUSTOMER REGARDING OVERDUE ACCOUNT, NO. 2.

.....

To

.....

DEAR SIR: Accompanying find a statement of your overdue account. We respectfully ask for an immediate remittance in settlement of same.

Unless you promptly comply with this request, we will be obliged to place this claim with an attorney for collection, and our so

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doing will be entirely due to your own neglect.

.....

Address.....

City.....

COLOR SCHEME.

One word in conclusion. It is customary in some offices to use paper of different colors where it is desired to easily distinguish one form from the other, as in card indexes, a card for certain city accounts and a card of entirely different color for other accounts; as in form letters a different color of paper for each letter of a series. Draft forms on paper of a color different from that which is generally used in the office and the same with a form for notifying a customer of the receipt of order; in answering inquiries about orders; for notifying customers of draft or due date of note.

There may be some force in this, and it is frequently a question of better results rather than one of taste. If one can secure better results by using paper of different colors for different purposes that is certainly most desirable.*

*Some of the forms given in the above may present a peculiar appearance, because for convenience of printing they are set up in single column. The reader will readily understand that when set up for practical store use a number of these forms will appear in enlarged shape.

Another Practical System

By F. P. MAY HARDWARE CO.
Washington, D. C.

For the use of our credit department we have a case in which is filed an envelope, four by nine and one-half inches, for each customer. These envelopes contain all the information in our possession that has any bearing on the credit of the party whose name appears on the outside of the envelope.

With the first order from a new customer, the salesman is required to fill out, as far as possible, and send in with the order a report, a blank form of which we enclose herewith. If this report and the rating of the mercantile agency are not entirely satisfactory, we write for a special report and in some cases get the information from parties with whom the customer is dealing.

Then we have a card which goes easily into the envelope, on which is recorded the mercantile rating of each customer. These cards are gone over every six months, and any change in rating is noted. This enables us to observe from year to year whether the customer is progressing or losing ground. On these cards is also noted any further information reflecting on the personal character, habits and responsibility of the customer.

Our terms are 2 per cent. in ten days or sixty days net, and each month all statements showing overdue amounts are laid aside for special attention. In cases where the account has probably been overlooked a simpler reminder, such as "Terms sixty days" stamped on the statement brings a settlement. In other cases an appeal has the desired result, whereas in some cases a positive demand is found necessary.

You wish to know how we handle touchy customers. Our customers are not supposed to be touchy. We are supposed to be the touchy party when an account is overdue and not paid. We think it very flat to ask a customer for a remittance on the ground that you need the money. When an account is due you are entitled to a settlement, and should ask for it without making any apology or excuse. It is no concern of your customer whether you are hard up or have a large balance in the bank.

F. P. MAY HARDWARE CO. BLANK.

Name

P. O.

County State

Business

Ship to

Date Salesman.....

Commenced

Succeeded

In Business before.....

Character: Honorable..... Tricky.....

Habits: Industrious....Sober....Careless....

Ability

Stock on Hand.....

Real Estate Value.....

Age Married.....

Bank

Buys from

.....

.....

Remarks

.....

Want American Hardware

Bardens & Co., Nichome, Tairen, Manchuria, reports that it is interested in the following lines of goods: Builders' Hardware, galvanized-iron sheets, asbestos, wire nails, building material of all kinds, bolts, screws, locks, rubber goods, wires, etc. The firm desires to correspond with American concerns desiring to exploit that region in the above lines and will be glad to furnish any information or assistance desired. Correspondence may be conducted in English.

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Texas Leases Pistols

A big cowboy in a slouch hat and the other insignia of his trade, walked into a Hardware store at Austin, Texas, and slapping a ten-dollar bill on the counter, said to the clerk: "See here, sonny, I want a good six shooter." One was shown him.

"How much is it?" he asked when he had looked it over.

"I can't sell it to you," the clerk replied, "but I will lease it to you for fifty years for $15."

"This is a dad blamed funny kind of a joint," the cowboy said. "I don't want to lease a gun; I want to own it."

He started to walk out, but was called back by the dealer, who explained that the last legislature passed a law which imposes a tax of 50 per cent. on the gross proceeds from the sale of pistols.

"If I sold you this six shooter for $15 I would have to pay the State a tax of $7.50," the Hardwareman explained. "I can lease it to you for fifty years and won't have to pay the State anything."

The cowboy saw the point and leased the gun.

The law which was enacted for the purpose of taxing pistols out of existence in Texas has been in effect more than nine months. During that period only two pistols have been sold in Texas, according to the tax receipt records of the State Comptroller's office.

One of these weapons was sold for $15 and the dealer made a remittance of $7.50 tax on the sale. The other pistol was sold several weeks ago for $10, one-half of which sum passed into the coffers of the State.

It is said that dealers all over Texas are evading the new law by leasing pistols for periods of fifty years and more.

One Optomistic Concern

F. W. Devoe & Co., New York City, paints and varnishes, are inclined to the belief that there is business enough in the country for everybody. Said one of the managers the other day: "Our city factory is running three nights a week overtime, and our Brooklyn factory five nights a week overtime. Our whole trade, wholesale and retail, shows a gain of at least 6 per cent. in the last three months over the corresponding three months last year, and the retail trade, which is particularly my department, showed a 12 per cent. gain in the last month.

"No, we can't see any hard times. We have always stood with the people who looked on the bright side of things, and so far as we can see there is nothing to it any longer than the bright side. We never took any stock in the predictions of business depression, and the result, so far as we can see, showed that we were right. There's nothing wrong in our line of business."

The company several weeks ago collected from the newspapers, a series of news reports indicating that the business prospect was not as gloomy as some would have people believe. It reprinted these in a large pamphlet, and circulated the pamphlet in the trade at its own expense. The firm is now inclined to be quite pleased with that pamphlet and the attitude indicated in it.

Handling the Travelers

By W. J. FICKLE,
Virginia-Tennessee Hardware Co.

In the handling of our traveling force, we do not send out our men and then forget about them. They would not allow us to do this even if we were inclined to do so. We issue regular change sheets to our men as often as necessary, generally once a week; further than this, we go over all of their orders, and write them about all irregularities that we discover in the same. We do this every time we discover anything that is not regular, if it is as often as two or three times per day. We praise them when we think they deserve it and criticisize them when we think they are in need of criticism. In addition to writing them letters and sending them change sheets, etc., we have personal interviews with our men as often as possible.

American Hardware in Demand

An American resident of Monterey, Mexico, writes that agricultural machinery and implements, also fencing wire, are in brisk demand, and good sales are being made of such daily by the wholesale dealers. Regarding mining machinery, Hardware, and edged tools, the American products hold the market throughout the republic. With very few exceptions, American machinery is preferred. It may be added that manufacturers of Germany are making strenuous efforts to secure the Mexican Hardware trade, not without a growing degree of success. It is necessary that American Hardware manufacturers be alive to this competition.

One Place Looking Up

A report comes from Salt Lake City, Utah, that the Hardware trade is happy over the steady resumption of business along all staple and seasonable lines. One large concern has had to add two delivery wagons for its city trade, with orders coming along in a most encouraging way. There is a strong demand for contractors' supplies, including scrapers, sweepers, harnesses, farmers' implements, wire fences, etc. General business is very much better than was anticipated, although the demand for mining machinery is not what might be desired.

In Norfolk, Va., a movement is on foot to close the Hardware stores at six o'clock instead of seven. As is usual in such cases, the clerks are behind it. Several dealers have agreed, provided they can all be brought to do likewise.

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HOW TO "KEEP-'EM-COMIN'"

A PRACTICAL EXPERIENCE

The Evolution of an Idea in a Retail Hardware Store—The Problem Was Not Merely to Get People Into the Store but to so Attach Their Interest That They Would Come Again and Again—A Matter of Attention and the Impression of an Individuality—A Practical Experience of a Man Who Now and Then Indulges in a New and Original Idea, and How Those Ideas Were Coined Into Cash.

In the last preceding issue of the Hardware Dealers' Magazine there were related with some special attention to detail, the experiences in a particular business direction, of John Alexis Adams, a Retailer of Hardware.

Mr. Adams discovered that the average of profit on his sales was not as large as it might be, and by an ingenious arrangement of profit partnership with his clerks, reversed the proportions so that more goods that paid a good profit were sold, proportionately, than those that paid a small one.

The scheme worked so well that the clerks were better paid, while the proprietor made more money on a not increased volume of business, than he ever did before.

In this issue, Mr. John Alexis Adams exploits another practical idea.

A MOMENT OF OBSERVATION.

It was a little after ten o'clock of a pleasant spring morning when Mr. Adams mentally recorded an observation.

He was standing behind the cutlery case at the front of the store when three people went past him and out of the door. Each carried a bundle, as evidence that his visit to the place had not been in vain. They had evidently had no difficulty in securing what they had sought. Mr. Adams felt satisfied over that fact, but a second one that immediately obtruded itself, set him thinking.

"One of those men," he said to himself, "has been here before, as I remember having seen him, although I do not know his name. The other two I have never seen before. Now, what I would like to know is this: Will I ever see one of them again? Is there any reason why any one of them should again hunt up my store, unless it happens to be the nearest of its kind, when he happens to need an article of Hardware? I did not even bow or speak to them, much less do anything to impress my own individuality or that of my place of business upon them.

"What reason did I or this store create why they should go out of their way to trade here?

"I wonder how many possibly permanent customers we let slip through our fingers in the course of a year? It suddenly strikes me that the whole duty of a merchant is not merely to get people into his store—it is to so hypnotize them as to keep 'em comin'."

A DAY ON A WATCH TOWER.

The next morning Mr. Adams called to him his head clerk and said, "William, I shall do little in the way of selling goods to-day, but intend to devote myself to an experiment—something in the way of sticking plaster or glue. I want to make an investigation in the direction of holding on to a man when once we get our hands on him. Tell the boys that if they see me talking to any one to come close so as to be able to take him off my hands in the way of actual sales. I intend to spend the day like Sister Ann, of Bluebeard fame, on the watch tower."

While William did not grasp the full scope of this monologue, he caught the general drift and said he would obey instructions.

Mr. Adams stationed himself on his pedestal of observation, so to speak, at the front of the store, where no one could pass in or out without his personal observation.

He made it his business to become acquainted, in a business way, with very man or woman who entered. He kept it up all day, and when at night he looked back on his day's work, he pronounced it good, indeed.

The first person he tackled was a man of all work in the employ of a city man of means, who had a large country home about a mile away.

When the man entered Mr. Adams went up to him and said: "I was looking at that horse of yours while you were hitching him. I wish I knew how you do it; how you manage to keep him in such condition, with so shiny a coat. You ought to see the nag my wife drives; I can't keep his bones from showing."

The man wore a pleased look.

"That's up to me," he answered. "I make it my business to look after that hoss myself—he's a sort of pet of mine. It's careful feeding, lots of elbow grease and plenty of exercise that does it."

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From the horse the conversation drifted to the place where the man worked, his duties and responsibilities, the amount of Hardware he purchased and used up in a year. Then to his home and the number of his children. Finally, Mr. Adams said, "I want you to take a look at that horse of mine, some time, and tell me what to do with him."

"All right," was the response; "the next time I'm down this way I'll drop in."

"Give me your name," said Mr. Adams; "I may want to send you some circulars now and then. And those boys of yours, bring them in some day and let them look at our express wagons, and the like."

The name and address were entered in a book on the counter. Then Adams turned to a clerk and said, "Tom, show Mr. Fuller our watering cans, and anything else he may need."

In a half-hour the two came back, each carrying a large bundle. The proprietor held out his hand and said, "Good day, Mr. Fuller. Don't forget to come in often."

"You bet I won't," was the hearty response. "And I want to take a good look at that hoss of yours."

"Clinched!" chuckled Adams to himself, as the door closed behind his new customer.

HE GATHERED THEM IN.

Mr. Adams kept it up. He found that one woman, the head of a large household, had recently come to town, and was looking for a church to which she could take her membership letter.

It happened that her denomination was the same as that of Adams and when he took her address, he promised to notify his pastor, who would immediately call on her. In less than a month she was a member of that church and had opened an account with the John A. Adams Hardware Co. She had come to regard its proprietor as one of her first-made friends, and when her bathroom and kitchen were overhauled the store got the Hardware end of the job.

There was a carpenter who had been in three or four times in the past year, but as he always paid cash and carried his goods home no one knew his name, or anything about him.

Mr. Adams had not talked with him five minutes before he discovered that they had identical fads—that of amateur photography. The proprietor took his customer into his private office and showed him a number of his best views. The other man promised to bring some of his at a convenient time. He left his name and address and some of his good cash for tools, and volunteered his promise not only to come in whenever he needed anything, but also to bring several of his fellow workmen along, and to introduce them in person, to his new-made photographic friend.

In the course of the day Mr. Adams discovered a number of facts that established a personal line of communication between his customers and himself.

He formed the acquaintance of one woman on the fact that their daughters were in the same class at the high school, and the mother so warmed up over this simple fact that just before she left she said, "You might send a man up to measure the house for awnings and screens. We have only just finished building it, and I had half persuaded my husband to do without them this year, but as fly-time approaches I am more inclined to have them put on now."

The store not only got the job, but sold a range, a lot of stovepipe and some stable fixtures, and opened a steady account. Mrs. Adams and her daughter called on the other lady and her daughter; the call was returned, and the account has swollen to quite comfortable proportions already.

Mr. Adams ran across one man who belonged to his lodge.

Another who owned a lot across from his house.

Another who agreed to put a new porch on his house and take it out in trade.

A cousin of his wife's sister-in-law.

A man whose father came from the same town that the Adams family originally came from.

A farmer who agreed to deliver the Adams family their butter and eggs, and to open an account on the strength of it.

A boy who agreed to bring his mother in and look at a small wheelbarrow, and who on the next day kept his word.

Etc., etc., etc., etc.

Trivial bits of information? Yes, no doubt about it. Yet they were of enough importance to those to whom they directly applied to cause them to leave their names in Mr. Adams' book, and to secure their promises, in most cases cheerfully volunteered, to come back the next time they needed anything in the Hardware line.

Said Mr. Adams to himself, as he walked homeward that night:

"There is one thing I am willing to bet on.

"I have fixed my name, place of business and personality on a lot of folks to-day, and every man or woman of them will be in again. And if I don't hold them for good, I'm a goat!"

Mr. John Alexis Adams was shrewd enough to keep things going, when once he had set them moving. "For the present," he said to himself, "the glad hand is my best suit, and I'll play it to the limit." So he stood by the door, and not a man, woman or child escaped him.

ENLISTING HIS MEN.

Mr. Adams having demonstrated in his own case and to his full satisfaction his theory that personality and personal acquaintance have much to do in the sale of goods and the crea-

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tion of a permanent trade, decided to extend the operation of the idea through the whole establishment.

He set a night when his four clerks could take dinner with him at a comfortable restaurant, where a private room had been set aside for himself and his guests, and covers laid for four. When the dinner was pretty well disposed of, and "the boys" had eaten themselves into a pleasantly receptive mood, he asked for their careful attention and proceeded to tell much the same story as is above related.

"I have been keeping a pretty close tab on you, Mr. Adams," said William, the head clerk, when his employer had concluded his narration, "and must confess that at first I did not understand what you were up to, and more than half-suspected that you were wasting your time in gossip.

"But when I saw your men coming back again and again, and all of them acting as though they had a sort of side-partnership in the place—and especially when they returned to buy goods—I made up my mind that you were out for business in a very effective manner, and that your time was far from wasted. We certainly have got the hooks into a lot of people who would not have come back without some special labor or inducement."

"Something has happened of late," said Tom, "to stir business up. We have never added so many new accounts in any six months as we have in the two just passed."

"Goods have been moving," said Harry, from the foot of the table, "no matter what the cause may be."

"Now that we are all partners in profit-sharing," said Mr. Adams, "and as I cannot increase my profits without a corresponding increase for you, I feel more free to prod you up than I otherwise might.

"All that I have been doing in the past two months you boys can do in every working day of the week. I want each one of you to secure for himself as many personal customers as he can; men who will come to the store because of him and want to be waited on by him when once here.

"A little personal interest will do it. It is not a waste of time to let a customer know that your whole purpose with him is not merely to load him with goods, get the money out of his pocket and then shunt him onto the sidewalk as soon as possible.

"Learn his name, so that you can use it the moment he comes in. Find out his address, his business, his special needs in the Hardware line; be his personal friend so far as he will let you, and without offense. If he wants to talk about his troubles, his surroundings, his ambitions, or anything about himself, listen to him. Get him attached to you, and you will be surprised to see how far he will go out of the way to buy of you. When a customer comes in and is willing to wait until a certain clerk can wait on him, that clerk goes up in my estimation. The personal equation cannot be too fully developed in a business like ours."

Mr. Adams was gratified at the manner in which his suggestions were received. It became a pleasure to trade in that store. The "glad hand" might well have been chosen as a motto to place over the door. The results at the end of the year are expected to show a large addition of gain in justification of the experiment.

The Best Hammers He Could Make

There was a young blacksmith who now and then made hammers for the people of his neighborhood, in a small country town—perhaps a half dozen in the course of a year. One day there came to the village six carpenters to work upon a new church, and one of these men, having left his hammer at home, came to the blacksmith shop to get one made.

"Make me as good a hammer," said the carpenter, "as you know how."

"As good a one as I know how?" said the blacksmith. "But perhaps you don't want to pay for as good a one as I know how to make."

"Yes, I do," replied the man; "I want a good hammer."

The blacksmith made him one of the best. It was probably the best hammer that had then ever been made in the world, since it contained two or three important improvements never before combined in the instrument.

The carpenter was delighted with it, and showed it with a good deal of exultation, to his five companions; every man of whom came the next day to the shop and wanted one just like it. They did not understand all the blacksmith's notions about tempering and mixing the metals, but they saw at a glance that the head and the handle were so united that there never was likely to be any divorce between them.

To a carpenter building a wooden house, the mere removal of that one defect was a boon beyond price; he could hammer away with confidence, and without fear of seeing the head of his hammer leap into the next field unless stopped by a comrade's head.

When all the six carpenters had been supplied with these improved hammers, the contractor came and ordered two more. He seemed to think, and, in fact, said as much, that the blacksmith ought to make his hammers a little better than those he had made for the men.

"I can't make any better ones," said the blacksmith. "When I make a thing, I make it as well as I can, no matter who it's for."

Soon after, the storekeeper of the village, seeing what excellent hammers these were, gave the blacksmith a magnificent order for

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two dozen, which, in due time, were placed upon his counter for sale.

Then came a bit of good luck. A New York dealer in tools happened in the village, securing orders for his goods. As soon as his eye fell on these hammers, he bought all on hand, and then left a standing order for all that could be made. The blacksmith hired several men, and went to work, and that was the beginning of one of the best known hammer concerns in the world.

They Buy Our Hardware

"The touring habit," said Antonio Zucca, president of the Italian Chamber of Commerce of New York, "grows more and more with the creation of new steamship lines, now nearly 20, plying between here and Italy, and the interchange of persons brings forth an interchange of products. One can see now in the stores of Italy many American articles—typewriting machines, electrical appliances, phonographs, bicycles, shoes, razors, ironware, Hardware of all sorts, and many novelties—which only a few years ago were unknown there. And, vice versa, the department stores in American cities exhibit Italian wines, oils, macaroni, canned goods, and articles of Italian industries—silken ware, straw hats, gloves and works of art—which years ago were only of sporadic appearance and some quite unknown at all. More careful packing and constancy maintained in type and quality of goods exported from Italy to America have contributed to enlarge the volume of business."

A Hardwareman Mayor

New Britain, Conn., is not only known as "the Hardware City," but it is apparently determined to keep a Hardwareman in the office of mayor. When the Hon. George M. Landers, of Landers, Frary & Clark, was chosen to that office, as a promotion from the city council, he was chosen by a majority that testified to his popularity as a man. Mr. Landers had no intention of accepting a second term, but the voters seem to have taken the matter into their hands, and in the spring election the other day sent him back by a majority that was a powerful indorsement of his public service.

In speaking of his services, a New Britain newspaper says: "Mayor Landers gave the city a good business-like administration. From the hour he took the oath of office the mayor labored hard to put the municipal machinery in business form."

Interests in Alien Hands

The United States, in the forthcoming development of its foreign trade, might take a leaf from the experience book of France. That country considers the establishment of Frenchmen in foreign countries to be of paramount importance in the development of foreign trade, and the president of an important French organization remarked, in a recent address, "A country wishing to export its products must begin by exporting men." It is to be regretted that similar reasons have not led our Department of State to draft more liberal regulations regarding the registration and protection of American citizens residing abroad, who may thereby become familiar with foreign business methods, and eventually aid in the development of the foreign trade of our country. A source of national weakness has always been that American interests abroad are, to a large extent, in alien hands, through the lack of men conversant with foreign languages and foreign methods of business.

A Surprised Manufacturer

A special United States agent, who has been investigating the opportunities for the extension of American trade in Spain, declares that one drawback is a habit many of our factories have of utterly ignoring dates of shipments on foreign orders. An instance was related of an order for several hundred stoves ordered shipped Oct. 1, which inferred a delivery in Spain about Nov. 20 to Dec. 1, in good season for the cold weather. The stoves were shipped from New York on Dec. 5 and the firm was "quite surprised" at their customers complaining.

Using American Tools

An American observer in Germany writes that the shipyards of that country have been placing some extensive orders for pneumatic tools during the past few days. Inquiries have been made for machine tools of American make, suitable for warship workshops. These workshops are fitted up on board the large ships after the manner familiar in the United States service, and it would seem as if the American plan is being followed. The German authorities are not at all opposed to purchasing American machine tools for warship equipment, although the impression has been general that only domestic made machines would be accepted for such purposes.

A Stringent Patent Law

England has adopted the most radically protective patent law ever placed on record. Under its provisions no foreign invention can be patented and no patent already issued holds good unless the patented article or process is made or carried on in the United Kingdom. A number of German firms have purchased sites and are preparing to establish branches of their industries in Great Britain. The result will be to enormously increase the capital invested and to provide employment for many thousands of British workmen.

E. P. McNall, who runs a retail Hardware store at Rock Lake, Washington, evidently is not much disturbed by the talk of hard times. He has placed an order for a full carload of wagons and another for a carload of binders.

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THE REPLACEMENT OF EDGE TOOLS

The Opinion of Several Manufacturers of This Line in Regard to Claims on Tools That Have Been Spoiled by Grinding—A Point on Which the Trade Needs Education—The Plan Followed by Some Factories Regarding These Claims.

"I am pleased to see," said Fayette R. Plumb, president of Fayette R. Plumb, Inc., Philadelphia, to a representative of the HARDWARE DEALERS' MAGAZINE, "that you have started a discussion in your columns concerning the claims made for the replacement of Edge Tools which have been spoiled in grinding. This is a point on which the trade, as well as the users, need considerable education, as we can testify by the many claims made on us to replace Edge Tools which have been spoiled in this manner."

Asked as to the plan they follow, Mr. Plumb said:

"We do not like to be arbitrary in our guarantee, and have passed more tools of this character than we really should in justice to ourselves. Generally, we make it a point to call the dealer's attention to the injustice of the claim even though we are passing it.

"We feel that if the trade could only understand, generally, how apt the temper of tools is to be drawn by over-heating in grinding or how apt such over-heating is to cause cracks, this evil would be greatly decreased.

"It takes both skill and care to grind an Edge Tool properly, even under the best conditions, which are a fine grit stone with plenty of water. The grinding should not be hurried and pressure should not be placed too greatly on the tool. At the least sign of over-heating, the tool should be allowed to cool. If a coarse grit stone is used or one on which there is not plenty of water, the danger of over-heating is largely increased.

"We believe that if every dealer realized this, and if he made it a point to find how a tool had been ground when it was returned to him on account of the bit being soft, that he would not only be doing a justice toward the manufacturer; but would be conferring a benefit upon his customer.

"We shall be much interested in hearing the experience of other manufacturers and of the trade on this point."

THE CHAPIN-STEPHENS PLAN.

When F. L. Stephens, secretary of the Chapin-Stephens Co., Pine Meadow, Conn., was asked his views on this subject, he said:

"In the replacement of Edge Tools, which have been spoiled by users in grinding, we do not have much of this to contend with, our principal line that requires grinding by the customer being Plane Irons. We do not undertake to replace Plane Irons spoiled in grinding by the user, and hardly ever have any requests to do so, but any defects due to material or workmanship we are always glad to make good.

"As to teaching a mechanic how to grind an edge tool, it is hard to do it on paper. Actual practice and experience must necessarily be the principal teachers. It goes without saying that edge tools should not be overheated by grinding on emery wheels. Many a good tool has been spoiled by the practice of grinding so rapidly on an emery wheel as to draw the temper on the edge of the tool. A water emery wheel will do good work if properly used, but for a fine edge tool, the use of a rather fine grained old-fashioned grindstone with plenty of water, is better for the average mechanic, not only on account of the tool being kept cool on the edge and ground more slowly, so that the operation can be watched closely, but because in the use of emery wheels the diameter of the wheel is usually too small to give the proper bevel in one operation.

"Of course, the average carpenter depends upon foot-power or hand-driven grindstones and does not use emery wheels, but in shops where emery wheels are in use, we think a great many fine edge tools are spoiled, especially where dry grinding is attempted."

THE TRADE NEEDS EDUCATING.

F. Lohoff, president of the Evansville Tool Works, Evansville, Ind., writes as follows:

To the Editor:

"We notice in the April issue of your Magazine an article in reference to the replacement of edge tools, and as the same interests us very much, we are taking the liberty of addressing you in behalf of the same.

"The article in general is very good, and if the users of edge tools were educated on these lines, they would find their tools to give much better satisfaction. You make mention of grinding on dry emery wheel; this should be avoided by all means, as it is almost impossible to get good results, even if done by a skilled operator, as there is great danger of drawing the temper and of cracking the tool.

"If a tool is properly tempered by the manufacturer and is proven by test, no fault could be found in this respect after careful grinding by the user on a grindstone with plenty of water. It is, therefore, our opinion that no tools should be replaced if spoiled in grinding by the user. A great many jobbers have been in the habit of replacing such tools in order to maintain the good will of their

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customers and at certain periods, when they have an accumulation, they return them to the respective manufacturers for replacement, and we, of course, have to replace them. It would be of a great benefit to the manufacturers to have the trade educated as to the chance of spoiling tools in grinding, and we hope other edge tool manufacturers will feel sufficiently interested to give their views regarding this important matter."

RUINED BY IMPROPER GRINDING.

A well-known company engaged in the manufacture of edge tools, says, through one of its officers:

"Our line of edge tools is not warranted, irrespective of which some tools are returned to us for inspection as to whether or not they are defective through fault of manufacture. We find by experience that the larger portion of these returns are tools that have been ground considerably and on which the temper has been drawn, more or less—and, in our opinion, by improper grinding, the use of a dry stone or an emery wheel. When examining a returned shipment our first act is to separate those that have been ground in this way from those that have been carefully sharpened, and the former are given no consideration whatever.

"It is our endeavor to furnish every first quality tool sharp ready for use, requiring nothing more than that the cutting edge be whetted. We find, irrespective of this, that in many cases the cutting edge has been ground—either to obtain a longer bevel or to change the shape of the cut; hence the cutting quality is jeopardized by useless grinding.

"The mechanic should be careful in his selection of a tool at the time of making a purchase to see to it that he gets one that is sharp ready for use. These can be had of leading makes. He should appreciate that a tool as it comes from the maker will do more and better work than after it is reground. In other words, the tool as received—if of a reputable brand—requires nothing more than to be whetted on an oil-stone; and if of the right temper and with a true bevel it serves for a long time by being whetted instead of being ground.

"Grinding should be the last resort, and when done under no circumstances should other than a grindstone, running with plenty of water, be used; and before commencing to grind he should be careful to see that the face of the stone has been turned up true. This, with plenty of water—and we cannot attach too much importance to this—will give little likelihood of the temper being drawn.

"We view with apprehension the introduction of emery wheel in the shop and on the farm to the exclusion of the old and reliable grindstone, for two reasons:

"First—It is not the natural instinct of the mechanic to run an emery wheel in water; in fact, it is only in recent years that they have been used in this way. Consequently he is not going to trouble to keep the water pot full, believing that he can safely sharpen his tool without doing so, and without drawing the temper. He fails—in fact, unconsciously draws the temper, condemns the tool and makes trouble with his dealer, back through the jobber to the manufacturer.

"Second—Grindstones have always been run in water; it is the natural inclination of the mechanic to keep them wet, and it is only when he or the farmer finds the water frozen—or is too indifferent to secure a new supply—that he lets the stone run dry. This, we are sorry to note, is often done; but the grindstone is the lesser of the two evils when a tool must be ground; and we wish there could be a law enacted that would prevent emery wheels of any kind—with or without water—ever being used for this purpose.

"We can readily tell by the inspection of a tool whether it has been sharpened by an emery wheel or a grindstone, and under no consideration will we give credit for the former—and the latter has our closest scrutiny."

VIEWS OF ANOTHER MANUFACTURER.

Said another maker of these goods: "From our experience along this line, we have found that the average user, as a rule, is apt to treat the matter fairly. There are, of course, exceptions to the rule, and such exceptions we have found had better be handled as separate and district cases.

"In the line which we manufacture we do not hesitate to replace any tool which shows any defect in the material, or has proven imperfect on account of any mechanical mistake. We do not, however, under any conditions make replacement where it is clearly shown that the damage or injury is due to abuse either in use or by ignorance on the part of the user.

"We believe that it is due to the consumer to secure from the dealer sufficient information regarding the handling of the tool, which will insure the tool against damage on account of ignorance or non-information as to its handling. Our experience, however, proves that the larger per cent. of users are inclined to be fair in matters of this character."

DISHONEST ADVANTAGE TAKEN.

To the Editor:

"Our attention has been directed to the article on the replacement of edge tools in the April number of the HARDWARE DEALERS' MAGAZINE. It is a matter in which we are very much interested, and we are glad to see the article in the Magazine.

"It seems to us that there can really be no question as to whether an edge tool that has been spoiled by grinding or in any other way by the user should be replaced by the manufacturer. If he has turned out a good, sound tool, free from flaws and of proper temper,

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his responsibility is at an end, and no reasonable person should expect the manufacturer to be responsible for accidents.

"Our own experience has been that the warranty on tools is dishonestly taken advantage of in a great many cases. The user of a tool breaks it out of good, sound steel by rough or improper usage, and then attempts to take advantage of the warranty, and make someone else stand the expense of the accident, so he takes it back to the merchant of whom he bought it and claims a new one, and in very many cases the merchant, fearing to offend and lose him as a customer, will take back the tool, feeling that all he has to do is to return it to the manufacturer, and make him stand it.

"We have found in the past that many tools returned to us as being soft in temper have been rendered so by the user grinding them on dry, solid emery wheels, which heats them up to such an extent that the temper is drawn, the same as though they had been heated in a fire. Our own advice to mechanics is to, in all cases, use a grindstone running in water or with plenty of water running on it on which to sharpen their tools. Very truly yours,

"A MANUFACTURER."

NOT TO REPLACE THEM.

Another maker of Edge Tools gave his ideas as follows: "In our opinion, it should be the rule of dealers as well as manufacturers not to replace any tools which have been ground by the users. If any defect develops in a tool such as a flaw or imperfect temper, it is almost invariably found out before the tool has seen much use. By the time a user finds it necessary to grind a tool, he should be satisfied to relieve the dealer or manufacturer from further responsibility. Of course, if a tool is ground by a mechanic who understands his business such grinding will not result in any tool being returned, but those tools that are returned after grinding are generally found to have been spoiled in the grinding."

THE JOBBERS ON REPLACEMENT

THE BENEFIT OF THE DOUBT.

By TRACY, ROBINSON & WILLIAMS CO., Hartford, Conn.

Concerning the replacement of Edged Tools, we would say that we have no cast-iron rule in regard to the matter. If we think that a tool has been abused, we try to show our customer the proper way to treat it, and also how it has been improperly used. If he will listen to reason, we can often convince him that the fault was not with the tool, but with the user. We frequently arrange with our customer to return the tool to the manufacturer, and tell the customer that if the manufacturer will replace it we will be glad to do so. If he is pig-headed about it, we often replace the tool and stand the loss ourselves rather than to send him out of the store to work against us.

It sometimes happens that a tool is brought to our store which was never sold by us, and, of course, in a case of that kind, we simply state the fact to our customer and tell him to exchange it where he bought it.

We dislike very much to have a customer leave the store, feeling that he has not been fairly treated. We, therefore, always give him the benefit of the doubt.

THE NUMBER DECREASING.

By J. W. FENNER, W. Bingham Co., Cleveland.

The replacement of edged tools certainly gives the jobber and the retailer much trouble and annoyance. As a general thing, the manufacturers are liberal in their treatment, and the same policy is extended through to the consumer. Occasionally some manufacturer has a reputation for good goods so well established that he can be more independent and the burden of proof then falls on the customer. Occasionally, also, some association of manufacturers by concerted action withdraws all warrants on their tools other than to replace tools showing defects before being used. During such periods, the trade is properly warned and it really seems as if the cases where the dealer has to replace tools on which he has no protection is more than offset by the less trouble and time which the matter as a whole demands.

Poor grinding, in our opinion, is not the cause of much difficulty. It is the man who will not even bother to grind the tool that expects the most from it. Some manufacturers furnish printed instructions showing the flaws for which they consider themselves liable. This, of course, helps especially as it offers some protection to the dealer.

For some years it has been our custom to have the buyer, or someone familiar with the actual making of the tools inspect each one that has been returned to us, and we endeavor as far as possible to give our customers such information with regard to the nature of the alleged defect as will prevent in the future acceptance of tools for which neither they nor the manufacturer should be responsible. This treatment, we think, generally pursued would, in time, prevent much injustice.

Most annoying is the case of a man who will take an axe, for instance, after it has shown a small break and proceed to knock the entire bit off in an effort to prove apparently that he has strength enough to break it. A demonstration of this kind is hardly convincing to the jobber, who is often ashamed

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to send such a tool back to the manufacturer for replacement.

On the whole, the number of tools returned is decreasing, their return is less apt to cause any unpleasantness and many of our friends have assured us that they would be quite as well pleased if there was no warrant or guarantee on anything.

A MATTER OF PAST RECORD.

By AN EASTERN JOBBER.

The matter of replacing tools is a very broad one. Where a tool has been ground or attempted to be made over, we do not replace it. Will say this, however, that in each individual case we act upon the customer's past record. If he is a good customer and not a proverbial "replacer," we usually give him the benefit of the doubt and caution him not to do so again.

A Booster's Button

There is a so-called "25,000 club," with headquarters in Billings, Montana, which seems to have been adopted by the Billings Hardware Company, of that city. The club needs a motto for its "boosters' button," and the Hardware people have set out to furnish it. They have offered four cash prizes to any one who supplies the best phrase. The contest is open to all, and there is no limit to the number of entries one person may make. The only restriction placed upon the contestants is that all communications be sealed and signed with the names of the competitors.

As fast as received, they are filed away and kept for the time when the executive committee of the "25,000 Club" meets for the purpose of opening them and deciding on the winner.

A Hardware "Opening"

The Warnhoff & McClees Hardware Store at Wichita, Kan., have struck upon a novel idea. They announced a special spring "opening," which ran for several nights. All the town and surrounding country were invited.

One thousand articles in the store were tagged. Every person who entered the store during the hours between 7 and 12 o'clock, p. m., was given a number, and instructed to hunt for the duplicate number in the store. If he found his number on an article in the store, it was given to him with the compliments of the owners. The things given away ranged from a 25-cent enamel basting spoon to a $36 double oven direct action gas stove.

One hundred and fifty prizes were drawn on the first night, among them being a $10 washing machine, a $7.50 copper nickel plated alcohol tea kettle; several $2.50 pearl handled pocket knives, a three-piece carving set, and several pieces of enamel ware. One blushing maid drew a cuspidor; a bashful young man received a folding go-cart, and asked that it be wrapped securely so as to hide its identity; and a man who drew an empty nail keg, was the laughing stock of many persons.

Warnhoff & McClees have never lacked aggressiveness in the prosecution of the Hardware business; they are happily located in new quarters, which are elegant and well appointed, and contain a complete line of shelf and heavy Hardware, house furnishing goods, and sportsmen's supplies.

For the Coming Year

President Eugene Bissell, of the Hardware Club of New York, has announced the following standing committees for the ensuing year: Admission—Joseph Gales, chairman; Terence F. Curley, Francis B. Griffin, Edward Stagg, Richard R. Williams. Finance—William Bishop, chairman; James H. Kennedy, J. Leonard Varick. House—Edward C. Van Glahn, chairman; Henry L. Freeland, George Henry Sargent, Arthur G. Sherman, J. Leonard Varick. Library—Thomas F. Keating, chairman; Alfred D. Clinch, Edward C. Van Glahn.

A Pushing Hardware House

The Bush-Phillips Hardware Co., of Columbus, Ga., often wakens up that section of the country in a lively manner. The other day it made a grand advertising spread over four full pages of a Columbus newspaper, and it is said that none of the clerks had any sleep during the few days that followed. As this is but one of similar publicity means the company has recently made, it must be the manager's opinion that advertising pays.

Science in the Store

One Indianapolis retailer of Hardware is alive to the demands of the times. A few days ago a week's course of lectures in the art of domestic science and cookery was begun at Lilly & Stalnaker's Hardware store, by Mrs. E. E. Wingfield of St. Louis. An attractive menu was served. One demonstration consisted of various kinds of baking; demonstrations were given morning and afternoon.

One Time Telling Is Not Sufficient

A man in business must make himself and his merchandise known to the people. To do that he must advertise; he must keep his name and the kind of store he keeps before the people. They need to be told how the merchant is going to benefit them. Their interest must be reached; they must be told how their wants can be supplied with the least expenditure of money. One time telling will not suffice; the lessons require repeating.

The man with the goods must first know how to show them.

Opportunity knocks every day, but we go to the door to admit it about once in a lifetime.

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Oppose a Tariff Commission

Not all the Hardware and iron industries are favorable to the creation of a permanent tariff commission—as many of them are—may be discovered in the two opinions that follow. Said A. F. Huston, president of the Lukens Iron & Steel Co., Coatesville, Pa.: "We should be strongly opposed to a permanent tariff commission. No one would know when a tariff was fixed, as it would be liable to change at any day, and cause general business unsettlement. It is bad enough to have an unsettlement every ten years or so."

John H. Eastwood, of the Eastwood Wire Mfg. Co., Belleville, N. J., adds his opinion as follows:

"Our opinion as to whether there should be a tariff commission? We most emphatically reply in the negative. We cannot for a moment entertain an idea that such a movement would be satisfactory to the business interest of this country, and we are opposed to any tinkering whatever with the tariff as it now stands. There may possibly be a few errors which should be corrected, but once you start in to make these corrections and the deluge will commence. All we want is for Congress to leave alone the tariff all along the line, and devote their attention in some other channels where the country may be made greater and stronger, and not into a tariff controversy, which would be disastrous to the entire business community of the whole United States."

Not a Word of Instruction

Roland R. Dennis, an American commercial representative in Tunis, North Africa, writes as follows concerning the introduction of American Hardware: "I was invited to witness the trial of a new American implement that had been ordered out by some enterprising dealer, hoping to develop a trade in it. The tool had arrived without one single line of instructions as to setting it up properly, and later I learned that the dealer has never received a word of directions for using it. I know the factory where the tool came from, and know it has a large staff of typewriters and a splendid organization of practical men. Half an hour spent by one of these men dictating hints as to the 'don'ts' and the 'do's' in working the tool would have been invaluable to their would-be good customers in far-away Tunis. The dealers in question understand English very well, and the manufacturers would therefore have had no need to translate the hints into French. It is just this kind of thing that our German competitors do not fail in, and that makes us severely and, should we not add, justly criticised by foreign dealers, many of whom are most anxious to make business connections with us."

Some men are slow and sure—most of them simply slow.

Proposed Firearms Ordinance for New York

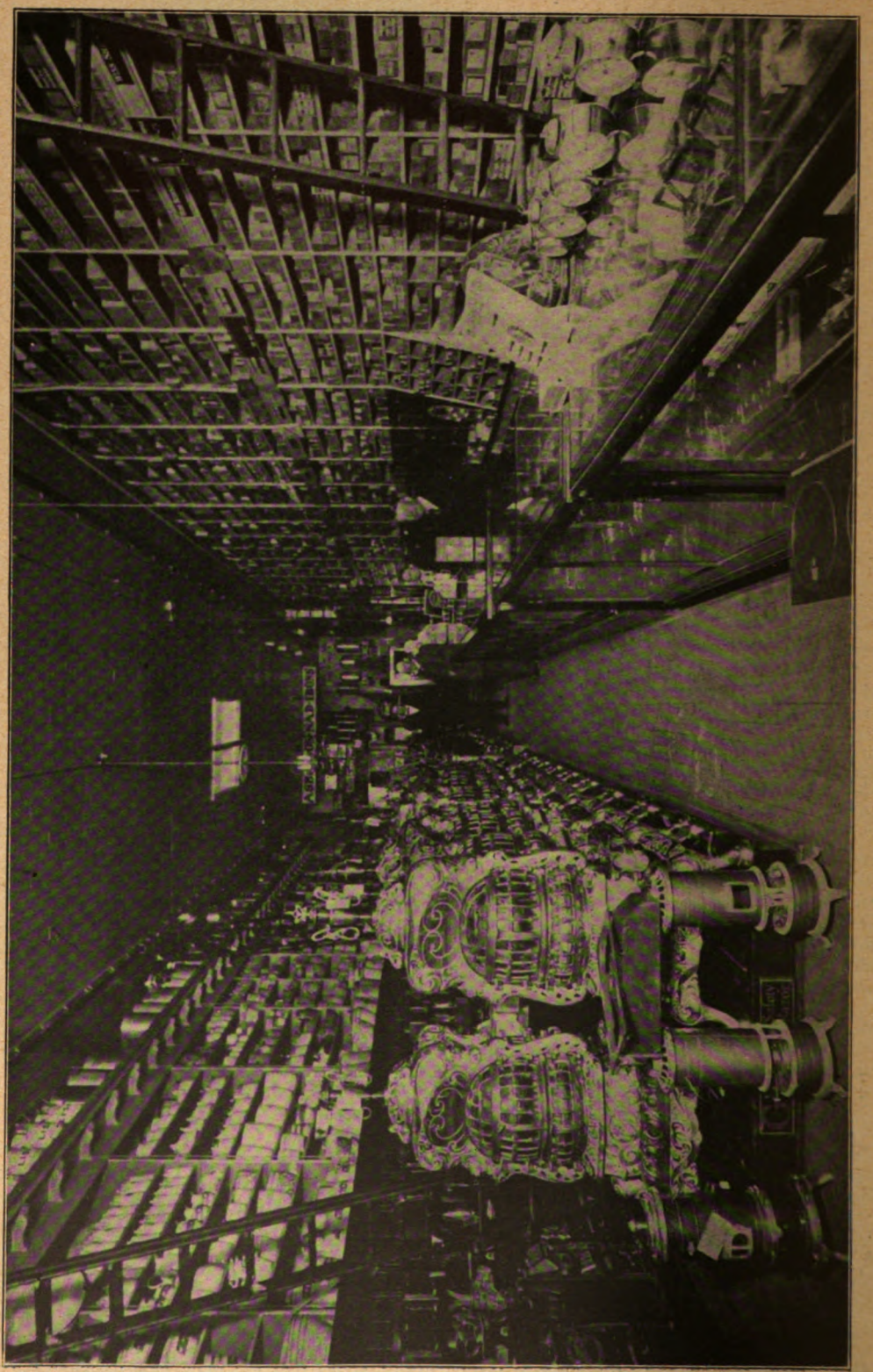
At a recent meeting of the Board of Aldermen of the City of New York an ordinance was presented, and referred to a committee, looking to a more stringent oversight of deadly weapons. The reason is attributed to the present lack of proper laws governing the sale and possession of revolvers, dirks, pistols, etc. The sponsor of this ordinance believes that if it is passed it will prevent the commission of crime to a great extent by compelling wholesale and retail dealers to exercise greater care in their sale and also to render it more difficult to obtain same. It is proposed to charge $5 per annum for a permit to carry concealed weapons, that it shall be unlawful for any one to purchase, borrow, loan or receive any revolver, pistol, etc., without having a license, but such license will not authorize the carrying of same. Any one who desires to take out a license for selling deadly weapons must file a bond of $1,000, with two sureties. Any one selling, loaning or giving away a pistol must, within twenty-four hours, notify the superintendent of police, giving a full description of the arm and also of the person, for what purpose the gun is to be used, etc. The dealer is also required to keep a careful record of all sales of such weapons. A license will cost 50 cents.

A Demonstration Sale

J. M. Davis & Sons, Oakland, Md., conducted a special sale from March 9 to 20. It was well advertised in the local newspaper and otherwise, and was very successful in attracting a large number of people to the store from the surrounding country. During the sale the first floor of their building was occupied by demonstrators, prominent among whom were a number of young ladies showing the good points of stoves and ranges, by baking small shells of pastry filled with ice cream and given to visitors. Other household articles included Dish Washers, "Universal" Coffee Percolators, "Asbestos" Sad Irons, "Ohio" Steam Cooker, etc. There was also shown in a comprehensive display of paints a simple method of graining by the use of a rubber grainer and "Chi-Namel" Varnishes and Stains. On the second floor a "White" Gasolene Engine furnished the power to run turn shafts made of fork handles and belting made from sewing machine belts, to run Washing Machines, Clothes Wringers, Churns, Sewing Machines and Ice Cream Freezers, as well as the family cradle, in which a full size Teddy Bear was rocked. The firm are to be complimented for getting up such a novel display, and in it there is the idea for many another live Hardware concern for attracting trade.

The goods that are good help to make the advertisement good.

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INTERIOR VIEW IN THE STORE OF P. C. DE VOL HARDWARE CO., COUNCIL BLUFFS, IOWA.

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Has Tried the Follow-Up Plan

The follow-up plan described in the April issue by the Newbern Hardware Co. is a good one. I only have a small business here in a small town, and have no chance to try some of the plans laid out. I have gained much knowledge from your MAGAZINE.

In regard to the follow-up plan, I have been using this plan not quite so extensively as has Mr. Norvell. I have only a small business, but by this plan I have been able to sell from 6 to 30 buggies each year. If a man comes in with some repairing, I will ask: "Are you going to need anything in the line of a buggy, carriage or harness this season?" Sometimes they answer: "I may later on." I then find out as nearly as possible what they want, and about when they will want it. I make a note of this and about that time I will order the job or make up the harness as the case may be. Then if I should not see the party I will drop him a personal letter to call and see the job, or ask him to drop in and see me on some particular business. He most always comes in; then he sees the job just as he has given his opinion, and it hardly ever fails to suit. When this is done, if he is still in the notion of buying, the sale is about two-thirds made. Then by applying the proper fireworks, as Mr. Norvell says, I will close the deal.

I know this plan is a good one, or I could never have won out against such competition as I have. My competitor here has a large store room, and the first thing, when I went in business here, three years ago, he put in a car of buggies and carriages and has only received about three jobs since that time, and still has some of the first ones left.

I don't suppose my plans will be of benefit to many or be worth printing, but I will say, if my brother merchants will study their trade magazines more and see what other people are doing, they will reap much benefit. Although I am not in the Hardware business now, I have learned much from the HARDWARE DEALERS' MAGAZINE.

OSCAR F. DOWNEY.

Follow-Up Plan Successful

The follow-up plan, as outlined in the April issue, is all right. It makes many sales as well as keeping your name fresh in the minds of the prospective buyer. We send in names of people who intend to paint, or people wanting a stove, and the respective manufacturers pursue the method given in the April issue. The manufacturers write the party, giving our name as the agents that handle their line. We know of many sales being made from these letters.

J. WRIGHT & SON.

For the follow-up system in my business, I have used something quite similar to that mentioned on page 844 of the April issue. I have a complete mailing list of the rural routes in this county, and send them circulars several times during the year, mentioning the different lines that I handle. I keep at it and find it a good way to advertise. In fact, I think it better than newspaper advertising, although I use the county papers to advertise in. Combining the two makes it still better. I am always on the outlook for some better way of advertising or something that will make it more impressive to my customers; therefore I always look forward to the HARDWARE DEALERS' MAGAZINE for new pointers in this matter.

E. A. LAND.

Keep Not Over Two Brands in Pocket Cutlery

In the sale of pocket cutlery it is our experience that putting the best goods out first yields the best results. We keep our pocket cutlery near the front door in a clean plush-lined case, and systematically arranged with the higher-priced goods to the front and the cheaper ones to the rear of the case. When a customer steps up to the case we never ask him what price knife he would like to look at, but at once hand him, say, from a $1 to $2 knife in price and ask his opinion of it, and often a sale is made at once. Quite a number, of course, would like to look at something cheaper in price and we go on down the line.

Quite often the customer will land on, say, a 75-cent or $1 knife, when if we had treated him as if he were a 25-cent man, the purchase he would have made would not have been more than one-half the amount he did make, or the profits to us the same. We find the secret of a profitable pocket cutlery business is to have a straight line, well kept, of not over two brands, that we have confidence in ourselves, and then push the sale of the higher-priced goods.

We greatly enjoy reading the articles from different merchants on lines like this, and we request all the clerks in the store to read them. We use in all our advertising matter the phrase,

"THE OLD HARDWARE STORE ON THE CORNER."

Displaying Cutlery

The plan outlined in the April issue about displaying and selling Pocket cutlery is good, and I think would be a good plan for all Hardware dealers to adopt. I use a regular cutlery box to display my cutlery and have all Knives numbered and keep my duplicate cutlery in this box, but the plan outlined in the April issue is better in many ways.

E. A. LAND.

The man who attends to his own business has not time to attend to the business of others.

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A New York Sporting Goods Store

The New York Sporting Goods Co., who now occupy four floors and two basements at 17 Warren street, New York, started in 1897 in a very small store. The first day's sales amounted to the munificent sum of 2 cents, for a pair of trousers guard, which a man purchased to keep the snow out of his shoe tops. President P. P. Robinson and Secretary-Treasurer J. E. Murray were the two employes, together with "Mike." The steady growth of the business brought them into the jobbing line, and this department is now the largest. The business of the establishment comes under five heads—Firearms, Athletic Goods, Fishing Tackle, Bicycles and Supplies and Automobile Accessories. Each department is run as a separate store, and in charge of a buyer or manager, who is expected to "make good." Buyers and heads of stocks are required not only to familiarize themselves with the methods of manufacture and value of the goods they buy, but to actually participate in the games or sports for which their goods are used, and in this way to find out what the public wants and why. The camp goods salesmen are encouraged to spend their vacations in the woods, and the gun man is given an opportunity to shoot at traps and rifle ranges. The fishing tackle buyer spends his spare moments trying to decide by actual experience if a certain bait will catch more fish than another kind. The business has attained such a growth that nearly sixty employes are on the payroll. Most of the business is done with the dealer by mail. The concern issue three distinct catalogues—Gun and Athletic Goods, Automobile Accessories and Bicycles and Supplies. A specialty is made of the export trade and correspondence is carried on in practically all foreign languages.

An unique feature is the bi-monthly inspection of the business. Two officers accompanied by a stenographer start in at the top floor or sub-cellar of the building, and look into every nook and corner. Drawers in desks are pulled out, order files are looked over, goods removed from shelves, and stenographic notes made, which are subsequently embodied in a report, the manager of each department receiving same. This inspection is complete. The plan has had a very beneficial effect in keeping the store and stock in shape, and department managers take a justifiable pride in receiving a complimentary report rather than one of complaint.



SPORTING GOODS DEPARTMENT OF NEW YORK SPORTING GOODS CO.

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Show Windows of New York Sporting Goods Co.



Gun Department in Store of New York Sporting Goods Co.

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Neighborhood Talk About You

Are you giving as much attention as it deserves to the Neighborhood Talk about your store? Printed matter and all the forms of what you call your advertising may continue forever to draw people in to make first purchases. But—it is what they finally get to saying among themselves about you and your store that will fix people in the habit of trading with you.

Could you put time to better use than in planning how, during the coming season, you could get more and better Neighborhood Talk about you and your store? The way is easy. All you need to do is to adapt to your store and your locality the practice of the syndicate five and ten cent stores, whose owners are pastmasters in creating and multiplying Neighborhood Talk—which practically is their sole reliance for advertising. In their windows they put leaders—few enough and each startling enough certainly to attract the attention of passers-by as promises of the marvelous values to be found within. Entering, the customer finds not only the window leaders, but also other leaders—still fewer but each still more startling than the window leaders.

Thus customers are immediately impressed with the thought that the store gives even more than it advertises—which thought expressed becomes that Neighborhood Talk which holds old and gains new trade.

Is there anything too difficult about this practice for you to follow it?

Profit in Proportion to Sales

To the Editor:

The writer was very much interested in article appearing in the April number of the HARDWARE DEALERS' MAGAZINE under the title of "Profit in Proportion to Sales."

We adopted the system referred to in June of 1907, and believe that results more than justify additional clerical work, and do not hesitate to advise every retailer to adopt the system at once in addition to inspiring intelligent co-operation of clerks minimizing the demands for special concessions in prices for friends. It is a great satisfaction for the dealer to leave his business knowing what department is paying and the results of each day's labor and effort.

CHARLES W. ZUMBROOK.



RETAIL SALES DEPARTMENT OF NEW YORK SPORTING GOODS CO.

She Couldn't

Maggie (calling upstairs)—The gas stove went out, mum.

Mistress—Well—light it!

Maggie—It went out through the roof, mum.

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Runs His Business on Cash Basis

To the Editor:

I am glad to relate my experience in conducting a cash Hardware business. Previous to Jan. 1, 1907, we did an extensive credit business, frequently having as high as $6,000 in outstanding accounts. The trade here had never been educated to pay their accounts promptly and it was a difficult matter even with the most persistent efforts, to keep collections within reasonable limits.

In view of these conditions, I decided to change to the cash system, and sent out a circular letter to my customers advising them of the change and giving my reasons for so doing. I do not keep any books. All small items are cash. If a customer wants time on a range or a bill of goods I take his note, drawing interest, if I know him to be responsible. Otherwise the transaction is cash.

My business for 1907 was fully as good as the year previous. January and February, 1908, were 25 per cent. better than the corresponding months for 1907. I have had over fifteen months' experience with this plan of doing business, and I would not return to the credit system under any circumstances. I sell the regular Hardware line and also harness, blankets, fur coats and wire fence. Some customers were offended at being refused credit, although I carefully explained the conditions to them. To offset these I gained new customers who were attracted by the advantages of the cash proposition. At the present time, with very few exceptions, the offended ones are back doing business with me again. The bulk of my customers are farmers who depend on the usual routine of crops for their income. There may be localities and conditions where this system might not be successful, but it works here.

I would not advise a retailer to attempt to change from credit to cash unless he makes up his mind to adhere rigidly to his plan. If you can't refuse a man credit and stick to it, don't try it. The advantages of this system are many. It eliminates the bookkeeping and collection expenses. No losses from bad accounts. You have the use of all of your capital. Your entire time can be devoted to furthering the best interests of your business. I have a live mailing list of 800 names and send out circulars and advertising matter every thirty to sixty days. I use plenty of space in our local paper. The "cash system" coupled with the right kind of advertising helps to solve the catalogue house problem. I have nearly succeeded in driving their stove business out of this section. Possibly the "cash proposition" may not appeal to all retailers, but I am willing to confess that I am mighty enthusiastic about it.

J. B. HAGAMAN.



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"Diamond Edge" Tool Display

Spiro Hardware Co., Birmingham, Ala., recently had some excellent window displays of "Diamond Edge" tools, made by the Norvell-Shapleigh Hardware Co., St. Louis. Concerning these attractive displays, Max J. Elliott, who is the window dresser of the house, and who got up the display, writes as follows:

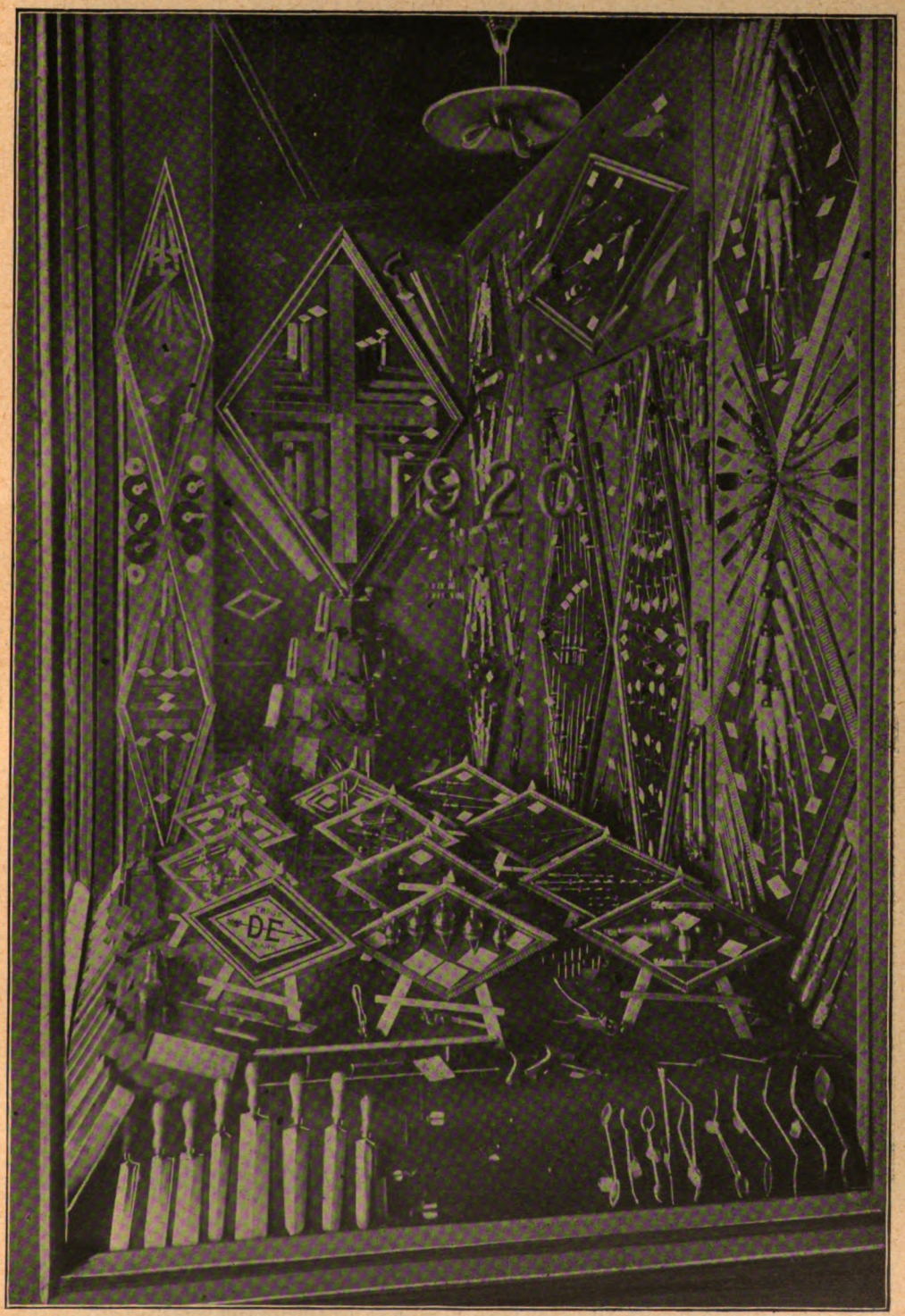
The window, consisting of numbers of diamond-shape boards, has for a background a bright shade of green canton flannel tacked on boards made in sections, making them easily handled in and out of the window. The diamond boards are made separately and covered with



"DIAMOND EDGE" TOOL WINDOW DISPLAY AT BIRMINGHAM, ALA.

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bright red canton flannel, and the frames are regular picture framing giving the diamonds the appearance of a picture. The diamonds are nailed on sectional boards and then the

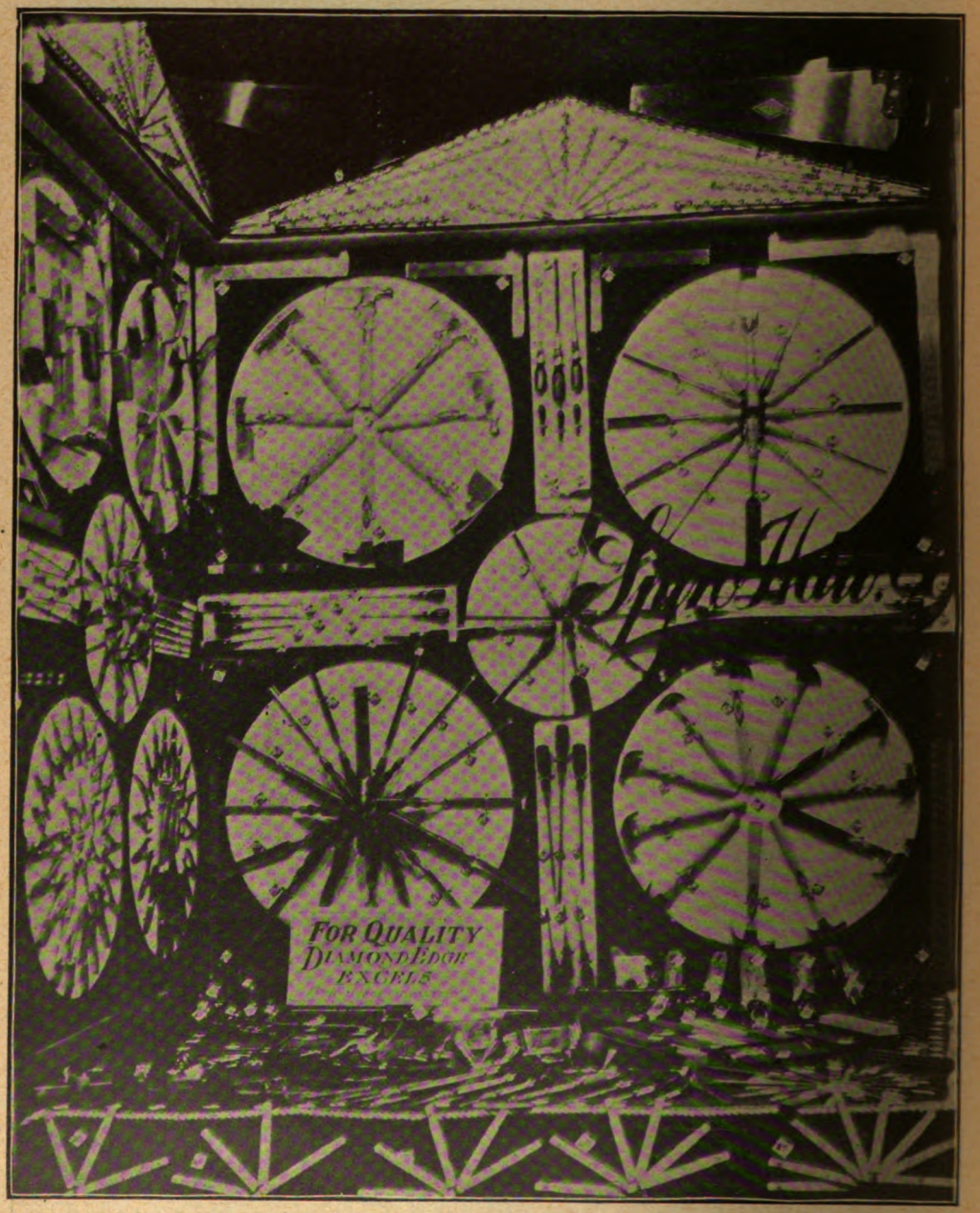


END VIEW WINDOW DISPLAY BY SPIRO HARDWARE CO., BIRMINGHAM, ALA.

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tools arranged on them, the goods being held in position by small tin bands and brass-head tacks. The small diamonds prominent on the floor are all one size, 18 inches from point to point, red inside of frames and ¾-inch picture moulding for a frame. Small easels, upon which the diamonds rest, are made of 1x½-inch pieces and hinged, making them adjustable to any position, and also bronzed, giving a complete picture effect, with "Diamond Edge" for a subject.

The floor is a 6-inch bevel false floor, covered with green. The entire walls and floor being green, with the golden easels and frames and the red diamonds, give a beautiful combination of colors, which the photograph doesn't show. Every article in the window is priced, the small diamond-shape pieces of cardboard being used. On places where green is the background, red cardboard is used, bearing the price in the center, with border. I have a rubber stamp which prints same, leaving the space



HANDSOME TOOL WINDOW DISPLAY BY SPIRO HARDWARE CO.

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blank in the center. I stamp my cardboard sheets, then cut them out. All price tags are the same, and the price inserted with pencil, brush and paint when needed. When red is the background, use white price marks. Each curtain, however, was only up before the window about nine hours. The photo does not do the window justice at all. Combination of colors, classification of goods and arrangements should be seen to be fully appreciated.



"STAR" DESIGN DISPLAY OF "DIAMOND EDGE" TOOLS BY MAX J. ELLIOTT.

little tag carries a bit of advertisement with it. The window was designed by and put up by Max J. Elliott, our Hardwareman, and proved unusually attractive, and pushed the sales up, too. The expense of this window was $47 and required eight days' work dressing same. The

A "Star" design display was arranged in a window. As background I used a heavy black curtain draped from poles in ceiling and reaching to the floor and swinging very full; the stars, which are made of half-inch lumber, are covered with a cream-colored canton flan-

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nel, with a border of cotton rope, which is heavily bronzed, the goods being displayed on the star, with red cardboard stars for price marks. The stars are suspended from the ceiling with thin black wire. The small stars shown in the background are made of bright tin, with pin soldered on back in order to stick in black curtain, the brightness of the tin giving good effect. The arrangement of the floor does not show in picture to good advantage; the same 6-inch bevel false floor is used in this window as in the "Diamond Edge" window, and is covered with black with large white star laid in center of the floor, on which planes are displayed. For border on the bevel next to glass I made white stars of canton flannel and sewed same to the cloth. The stars on which auger bits, drill bits, etc., are displayed on stands 5 inches in height, with the star points clearing the floor 2 inches. The upper right-hand corner of the picture presents a bad appearance; this is due, however, to the star and crescent (which doesn't show plainly) that are put on brackets in the corner posts of the window, on which pocket knives are displayed, and point inward. The unique feature of this window is that behind the curtain is another design, which will render a complete change of the window in about one hour. The only changing to be done is the floor, which doesn't take very much time. The combination of the white and black cloth, with the golden rope for borders and red cardboard stars for price marks, makes not only a pretty window, but very effective. These are all time exposure photographs and the shadow gives a very dark appearance and by no means shows the beauty and effectiveness of the window.

The company have a very attractive window display arranged as we go to press. The description follows:

On looking at the photo, one would imagine the display to be quite small and very much out of proportion, but such is not the case; this is due to position in which the camera is compelled to be placed in order to get the photograph at all. The depth of the window doesn't show to any advantage. The result is the picture doesn't do justice to the beauty and attractiveness of this window. The back or false wall is made of half-inch dressed lumber and in sections, with a close fitting door, the center of which you notice in the small center circle. The door opens into the window in lower left-hand corner. For a background I used a bright red canton flannel, which is black in the picture, of course. The circle and strips are covered with white of the same material. For borders I used a black 1-inch silk sofa pillow cord, which does not show at all in the photo. For price marks I used red cardboard, on white surface, and white cardboard on the red. The colors of red, white and black all work in harmony and appeal very strongly to the eye. The floor is covered in red with edges of black and white cord, with planes and light goods displayed thereon. The overhead piece on which bits are displayed extends out just 4 inches from the back, giving good effect. The largest circles in the back are 30 inches in diameter with strips of 6 inches in width in between on which screw drivers are displayed. The small circle in the center measures 22 inches in diameter; the side of the window, which is the same pattern, but being narrower, the circle on which trowels and pliers are displayed, are somewhat smaller, only 24 inches in diameter, while the center circle is the same as in back of window. All these circles are made separate, dressed and put up in sections; by this means the display is more uniform and also enables one to handle the heavy boards rapidly and not so much hard work. The total expense of this display was $25, and required five days to make, dress and put up. The curtain was before the window, however, eight hours, rendering a complete change. The unique feature of this is that I have another design dressed on the wall behind this false wall, and with the change of floor I can make a complete change from this to a complete window in about one hour.

I consider this one of the best "sellers" I have ever put up. It is not always the elaborate window that sells the most goods; but I find this is one that sells the goods direct, far more than the star design, and is equally as attractive.

I will be glad to hear from any one desiring any information in regard to this or other Hardware windows, who would care to have the benefit of my four years' study and experience along this line. MAX J. ELLIOTT.

Washington Birthday Sale

Gray & Dudley Hardware Co., Nashville, Tenn., in order to increase the sales on their line of "Washington" branded goods, which comprise numerous items, have a "Washington Sale" for the month of February. The company start about Dec. 1 to prepare their traveling salesmen by injecting broken doses of enthusiasm and increasing the dose as the time draws nigh. Incentives are offered to the salesmen and to the merchants. Salesmen are divided into two classes—salesmen who work the larger towns and those who work the smaller towns and the country trade. The first and second salesmen, with the six next ranking salesmen, constitute the Washington Honor Roll. The leader in each class is known as Mr. George Washington Breast and Mr. George Washington Shannon (leaders in the last February Sale) for one year, when they will have to regain the title by the largest February sales. Quite a rivalry exists for the coveted honors.

Seek only the approval of those above you in authority and you will win success.

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THEORY AND PRACTICE OF ADVERTISING

Importance of Securing and Properly Distributing Manufacturers' Advertising Matter—Hardware Business Needs Large Clientele—How to Compile a Mailing List and How to Get Best Results.

By O. A. KEYSER, Manager Sales and Advertising, The Dover Manufacturing Co.

Very often the easiest and simplest way of doing a thing is the most successful. An inexperienced person is very apt to imagine that a piece of work requires great skill and effort and therefore tries to find a hard way to do it. Failure can often be traced to a sort of nervous tendency to overlook the simple methods of accomplishing results.

There are simple methods of advertising within the capability of every reasonable and wide-awake dealer. For a person who has ordinary command of language, the preparation of a newspaper advertisement or a poster is not a trying task. In ad. writing, the simple and straight-for-the-mark method is preferable, and demands on the part of the writer nothing more ingenious than a definite idea and words to express the idea clearly. Too many advertisements have the appearance of forced cleverness, a style which distracts the mind of the reader from the thought.

But, even if a dealer does not feel equal to preparing an original advertisement, there are avenues of profitable publicity which require still less ingenuity, and it may easily happen that the very simplest plan will prove most fruitful. While these elementary methods of advertising afford the beginner a chance to stimulate trade, they are just as profitable for the experienced advertiser and should not be neglected.

MANUFACTURERS' LITERATURE.

Dealers have no difficulty in securing selling helps for any "specialty" line from manufacturers. Booklets, catalogues, leaflets, "flyers," and mailing cards are cheerfully furnished at no cost to the merchant, and they have a decided influence on sales when placed in the hands of persons who are likely to be interested in the articles described. It is a lamentable fact that many dealers are careless about appropriating these helps.

The manufacturer and retailer have exactly the same interest in creating and supplying demand for the manufacturer's product. The fact is that the retailer's profit on a single sale is much greater than the manufacturer's profit.

Manufacturers realize that a large part of the advertising matter furnished to the trade is wasted, and yet they find that it pays to keep on sending out these selling helps because the part that is used produces big results. This proves that dealers who make use of printed matter of this sort sell enough more specialties to offset the cost of that which other dealers throw away. If you have been in the habit of discarding the circular matter which you receive from manufacturers whose products you sell, just remember that others are making up the loss by using this literature to sell goods.

Business—particularly new business—does not come of its own accord to those who are capable of taking care of it. You have to be more than merely "there with the goods." When you destroy a bunch of circulars which you might use to bring some article in your store to the attention of possible purchasers, you throw away a chance to go beyond your present selling limits to secure additional business.

Commercial publicity is the obtruding of business affairs on the general public. There is so much to occupy the people's minds that they are not apt to give your business a thought except when articles of ordinary use are needed. Under such circumstances, your chances to sell specialties or to have new customers visit your store are rather slim, unless you do something to attract attention. The present day struggle for business demands that you reach out and touch the consciousness of all persons who may be influenced to give you their trade.

What more effective method can you find of turning the attention of the buying public to different articles which you have for sale than to send out attractive and convincing printed matter? Such advertising has a good chance of being noticed if it reaches the person for whom it is intended under favorable circumstances. A booklet or circular describing some useful article, which presents new features, creates a distinct impression on the mind. A particular suggestion is more apt to be remembered and acted upon than a general statement. Such a specific advertisement produces a definite purpose on the part of the reader to call at the store where the specialty is handled, so that, even if no sale of the article which attracted the visitor's attention is made, there is still a chance of selling something else. Specialty advertising gets people into the store, and that livens up business.

Right here let us say that the benefit derived from distributing manufacturers' selling helps depends a great deal upon the style and

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argument of the literature. A merchant makes a mistake when he uses anything which is not "good stuff." It is better to throw away poorly gotten, up booklets than to send out anything over your imprint which is dull and tiresome so that it will have a nauseating effect upon the reader. It might be added that a dealer is not called upon to distribute circular matter when he can see no possibility of thereby increasing the volume of his sales, or in some way building up his business either in earnings or good-will.

As a correlative of the statement regarding the undesirability of sponsoring poor advertising matter, let us emphasize the fact that well-written booklets or circulars sent out over your imprint will reflect credit upon you and your business. People will associate with your store the favorable impression received by reading the booklet. People will form a favorable opinion of your business through well-written and artistically printed trade literature which you send out, even though you have nothing to do with its preparation.

Do not be afraid to ask manufacturers for what you think will prove good advertising matter. Remember that the best booklets and circulars are not forced on the trade promiscuously, but a dealer who really cares to make use of such helps can have the best. It is a good plan to write to a manufacturer for samples of different pieces of printed matter, so that you can take your choice of booklets and circulars and keep a supply of effective advertising matter on hand without investing more than a few cents for postage.

You may be objecting that all such advertising literature is intended to increase the sale of special lines, while you depend for the volume of your business on your general sales. You have not the time to drive away at any one article because your possible profits from that one article will amount to only a bagatelle of your whole earnings. You believe in handling specialties, but you do not want to give them undue attention. Improved tools and implements, household utensils with new features, all lines which represent the active progress of the day, are put in the same category with staples. Modern commodities, depending for their sale on the exploitation of special features, are given no distinctive prominence in your store, and your clerks worry for fear of talking their lungs loose to make these "new fangled" goods move.

Staples will sell themselves. If you get people into the habit of coming to your store and treat them right, you need not worry about their purchasing commodities which have come to be necessities in this age. When you particularize your publicity, you do your business just as much good in a general way and, at the same time, you make extra sales.

A great deal is said in the advertising world about the "bull's-eye method." The idea is that the reader's attention must be concentrated on some particular object so that the impression will be definite. Why not use some specialty as the bull's-eye of your publicity? Just as the bull's-eye of the target acts as a sight-focus for the whole target, so the advertising bull's-eye draws attention to the whole store.

DISTRIBUTION OF CIRCULAR MATTER.

The most important feature of the question of using manufacturer's circular matter is distribution. The effectiveness of a booklet depends upon its being read by some person who can be persuaded to buy the article described. There is a tremendous waste due to carelessness in circulating advertising matter.

A very easy and simple way to get rid of manufacturer's literature is to leave it lying around on your counters. Visitors may pick up a booklet and glance at it while waiting, or even carry it home, but the chances are that half the pile will be blown or thrown on the floor and swept out. The writer not long ago found at least seventy-five out of a hundred booklets which had been furnished a certain dealer three months before lying on a counter covered with dust. Those hundred booklets placed in the hands of likely purchasers would certainly have resulted in ten sales, but lying around in such condition they were worse than wasted. A retailer cannot feel that he has done his share of the trade winning when he does not try harder than this to place selling helps where they will secure the attention of possible buyers.

It is a great deal better to wrap such literature in packages, because people are more apt to have time to peruse a booklet or pamphlet after the shopping is done. You score a strong point by getting the advertising matter inside the home. The deficiency in this method is that it fails to reach out beyond the present limits of the business. The thing to strive for is to make this circular matter bring new people into your store.

HARDWARE BUSINESS SHOULD BE EXTENSIVE.

Every business man finds it necessary to come into contact with as many people as possible. A Hardware merchant, especially, needs a large clientele because he deals in articles which last a long time. A few dozen families who are regular patrons cannot support a Hardware store as they can a grocery. Slow consumption in the Hardware lines must be counteracted by wide patronage. Some business is intensive, while other business is extensive. Hardware merchandising belongs to the latter class.

When some retail merchants realize that they need to draw new custom, they begin to shave down prices, and such a movement often leads to more loss than gain. Price reduction should be the last resort of advertising, while

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quality and specialties cannot be emphasized too strongly. Let a dealer who is "hard up" for patronage push several practical special lines as an incentive for new buyers to visit his store.

Another way to secure extra business is by making your regular customers heavier purchasers by telling them about all the latest improvements. New commodities which offer manifest advantages over your customers' present equipment will open the way for additional sales. New things for the farm and kitchen constantly are being placed on the market, and a far-sighted stock buyer can often put in a line which will enable him to turn over a few extra dollars as a profit.

Let us take a concrete case. Just suppose that the Smith family are regular customers of yours. Two years ago, when these people started housekeeping, they came to your store and bought a big order comprising stoves, cooking utensils, cutlery, laundry accoutrements, a lawn mower and what not. Since that time the number of their Hardware purchases could be counted on your fingers, and your profits from the trade of this family would hardly feed the cat. Now, if you can get hold of some article which will help Mrs. Smith in her housework or something that Mr. Smith can use, you may be able to make a sale in the family provided you get them interested.

Do not wait until one of the Smiths visits your store before you tackle them about that new washer, or bread mixer, but send them a booklet describing the improved method and induce them to make a special call. Every time you secure a specialty which you think can be made to produce extra trade, ask for some good advertising matter which you can get before people who have little occasion to come into your store and who therefore seldom have their wants in your line stimulated by looking over your stock.

DESIRABILITY OF A MAILING LIST.

Having decided that it is essential to reach the public at large with manufacturers' business-getting literature, we want to consider the most effective methods of distribution.

First there is the mailing list. We know of no more valuable asset to a retail Hardware store than an accurate, down-to-date mailing list. Other conditions being favorable, a properly used list of names comprising the good customers of the community will constitute a source of steady patronage.

The number of names necessary for a good list depends upon the community. For a town of ten thousand or fewer inhabitants, we would not recommend more than one thousand names, while five hundred well-selected names are more to be desired than a thousand taken at random.

"How would you go about securing a mailing list?" is a question asked by many dealers. There are a number of methods, and by combining these different methods a complete and accurate list may be acquired. A good deal depends upon the size of the town and the acquaintance of the dealer, but a good list is not acquired in a day under the most favorable circumstances.

Fairly good lists sometimes may be purchased from persons who make a business of compiling lists. A dealer is sure to hear about lists-for-sale if any such exist in his town. There are certain people in every community who can furnish the names and valuable information regarding the residents of the community. Such, for instance, are the county clerk, the census taker, and the tax assessor, who might be prevailed upon to furnish lists suitable for a retail merchant's mailing purposes.

Postoffice clerks have access to names and they can furnish valuable information as to families which buy from catalogue houses. Some employe in the postoffice would possibly be willing to compile a list of persons receiving mail with a check mark to indicate catalogue house patrons. This mark would open a line of argument which might be the means of holding local trade for the local store. Rural mail carriers can furnish the names of people on their respective routes and at the same time put a dealer "next" to much useful information regarding their buying qualities. If the mail carrier is not favorable to this plan, some other person can secure these names and "size up" the "prospects" by a drive over the rural routes.

Valuable lists may be secured from the payrolls of factories and mills. Workmen are usually good buyers and they are likely to read any attractive advertising literature. The names of railroad men, school teachers, and other employed persons may be obtained in the same way, while labor union membership rolls, as well as rolls of other organizations, afford practical lists.

The best way of all to acquire an accurate mailing list with points of interest on each person represented is to make a special canvass. While it might not do for a dealer himself to go about from house to house with the express aim of securing names for circularizing, still a dealer could send somebody else, with a side issue as an excuse, to obtain this information. Have one of your clerks, or some person outside of your business, make a house-to-house canvass of the town and rural community with the manifest object of selling some article, or, better still, of taking orders for some good household specialty in favor of your store. In this way a good many people would be induced to call at the store.

Such a store canvasser would gather a priceless fund of facts concerning several hundred people who might be induced to bring their trade to your store. Your advertising

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could be directed intelligently to a list of prospects after your agent had talked with them. No dealer who possessed such a mailing list would find it so hard to work up a sale on a specialty. Every new article of merit would be a welcome chance for such a dealer to develop new sales and enjoy additional profits. With the trade in general thus organized to introduce modern devices, it would be unnecessary for specialty makers to spend thousands of dollars to advertise direct to the consumer, because the trade would be capable of doing its legitimate share of merchandising—create demand as well as supply it. Mail order spectres would lose their frightsomeness under such an economic arrangement and retailers would control the channels of distribution.

The names on your account books make a fairly good advertising list. When you send out statements, you have a chance to reach regular customers with circulars and leaflets at no extra expense for postage. Such a list, however, is limited to names of persons whom you have already sold, and while it is effective for concentrative advertising, it does not extend the scope of your publicity.

A list should be alive in the sense that it is constantly changing in personnel. If it is originally composed of names of persons with whom you have no acquaintance, it is a good idea to check the list frequently to determine what results are obtained and which names are fruitful of business. After having sent out six to ten pieces of advertising matter, you can drop the names which have not responded; perhaps not drop such names completely, but mark them "unfruitful" and keep the others in a "preferred list."

A mailing list more than doubles in value by being classified according to the purchasing abilities and tastes of the persons represented. To do this your stock should be classified thus: men's personal articles, women's personal articles, kitchen utensils, laundry articles, home furnishings, farm implements, mechanical supplies. Now let some letter stand for each of these classes of commodities so that by placing several letters after each name on your list, you can tell, when you are sending out a special booklet or any special advertising, which names should be addressed.

Some such method of aiming special advertising literature directly at prospective purchasers results in a reduction of the cost of each sale. The postage item is cut down a great deal and waste of printed matter is largely eliminated in this way.

How much wasted ammunition there is in advertising! It is said that in a battle about one shot in a thousand takes effect. A great deal of circularizing is just about as effective because, as with soldiers under fire, the shooting is at random.

Try to become acquainted with the needs and tastes of your customers and prospective customers. If you cannot remember each one and his buying habits, keep a written record of these things.

THE CARD INDEX SYSTEM.

A card system is an excellent help in doing effective advertising. Each person who responds to any advertisement should be questioned in such a way as to furnish data regarding his or her purchasing peculiarities, to be entered on a card. One side of the card might be used as a credit ledger, but even if the card system does no more than help you to know your trade, it will be well worth while.

A carefully classified mailing list or a card system will enable you to concentrate special advertising matter on the most likely prospects. In a list of five hundred names there may be only two hundred which represent possible purchasers of a farm implement specialty or a kitchen utensil specialty. Why ask a manufacturer for five hundred pieces of descriptive literature and spend $5 to mail them out when two hundred pieces with a postage bill of $2 will produce the same number of sales?

A special envelope may be used for mailing manufacturer's advertising literature. The C. W. Ireland Co., Bainbridge, N. Y., have an envelope, which measures 6x9 inches, on which are printed "ticklers" to remind their mailing list trade that they carry a variety of stock from pails to roofiing. Blank lines are left for the address. While this envelope affords additional advertising space, it is a question whether the addressee will look inside as readily as if the envelope were blank, giving him no clue to the contents and thus not arousing his suspicion.

When you send out a booklet by mail, it adds 50 per cent., at least, to the effectiveness of the advertisement if you include a circular letter calling attention to the article and bringing out one or two points, so as to insure the recipient's perusing the booklet. Do not say in your letter, "Please read the booklet clear through," but state that here is an article which you personally recommend. Mention the most distinctive points of superiority and make your letter so short that nobody will fail to read it. Try to arouse enough interest in the article to induce the prospective purchaser to study the manufacturer's literature. Another excellent plan is to follow up trade literature which you have sent out by letters a few days later.

Another method of distributing manufacturers' trade literature is by special carriers who leave the booklet either at every house on the street or at a list of houses which you furnish. In rural districts, literature may be left in mail boxes. This is an excellent plan, provided the booklet is attractive enough to break in upon the attention of the recipient.

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It is well to enclose the booklet in an envelope which is directed in such a way as to induce the recipient to look at the contents. It might be well in this case to enclose a short circular letter as when you use a mailing list.

Here is another suggestion from a merchant:

"We have the man who is out stop at the school buildings and give the teacher a yard stick and all of the scholars a foot rule advertising our leading stoves. We also save the most attractive advertising for the children; say, give a boy an alphabet book and his sister a cook book, etc. They always carry them home, and by so doing it does not take much to go around and each family sees some of each."

One other method we have to suggest for effectively placing trade literature. Suppose a woman comes into your store and is interested in some article which she purchases. You suggest that she recommend it to her friends, and, if she agrees, you ask whether she would be willing to take a booklet for one or several of her neighbors whom she would be likely to see within a day or two. This will please the customer and will also appeal strongly to the recipients.

The last point we wish to make in connection with the use of manufacturers' trade literature is that there be a close connection between the booklet sent out and the demonstration in the store to the inquirer. The salesmen should catch up the thread of interest created by the booklet and should carry this interest along until it culminates in a purchase. Unless this is done, you lose the momentum by dropping the connection between the manufacturers' talk and your personal selling talk.

Study to be a specialty salesman. There is all the difference in the world between a storekeeper who hands staples over the counter and the modern merchant who sells scientifically.

HANDBILLS.

Under the head of Elementary Publicity we include the handbill. A man does not need to lay claim to marked ability as an ad. writer to prepare a handbill in the usual style. The "copy" usually consists of names of articles, a plenteous sprinkling of adjectives, and, most important of all, prices.

Handbills are not very dignified and do not lend themselves to a discussion of quality, but they can be used to good advantage in calling attention to reduced rates. There should be more than the mere statement of price reduction, however, as people usually suspect cut rates to signify cut quality. When you make a run on some line, give a reason. Explain why you are able to offer certain articles below regular selling prices. Make the bargains genuine.

Like every form of publicity, a handbill should be imbued with selling energy. Salesmanship is the force or quality which distinguishes successful advertising from fruitless advertising. There is a way of presenting a business proposition so as to arouse the desire to possess. Selling energy does not consist in extravagant statements, but in the suggestion of gratified ownership.

A handbill must catch the attention at a glance. For this reason, a suggestive display line is of first importance. Some merchants who recognize the value of a strong headline make the mistake of starting off a handbill, or any advertisement, with some striking words entirely unrelated to the business at hand. The turnings and twistings of ideas employed to switch the reader from the title sentence to common-place matters is sometimes amusing but more often disgusting.

It's no use to try to "bamboozle" people into reading your stuff by starting them on a false scent. Besides offending good taste, such a head line diverts the reader's thought to more exciting events and makes it so much harder to concentrate his mind on the proposition presented.

A handbill will be read under less favorable circumstances than a booklet, especially if the contents can be taken in at a glance. As such advertisements usually call for quick action, it is desirable to get them into people's hands at the opportune moment.

It is better to make handbills small enough to be passed out unfolded, with large type which can be read on the street or in the car, from the sidewalk, counter, or wherever a person may happen to notice the bill. Large bills with a good deal of "talk" may be left from house to house or sent out by mail, but the characteristic handbill is best adapted for distribution on the streets.

CIRCULAR LETTERS.

A mailing list opens up a splendid opportunity to get into personal touch with buyers. In discussing the use of manufacturers' circular matter, we mentioned the form letter. It is natural for people to feel more confidence in the recommendation of a local merchant than in general claims of superiority. There is no better way to inject the personal element into an advertising campaign than by sending prospective customers circular letters.

It is not necessary or possible to make such letters perfect imitations of personal letters, but the likeness can be so close as to suggest individuality. This personal element is lost if the letter is printed in ordinary type. Imitation typewriter type or script answers the purpose well enough, although there are processes of printing which imitate typewritten letters much more closely than can be done with a regular press. This work is rather expensive unless the advertiser owns the machine. For a merchant who does a great deal of form-letter advertising, a multigraph or

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mimeograph would be a good investment.

To induce reading, a form letter should be short and balanced on the page with deep margins. The paragraphs should be short with ten or twelve-space indentations. If the body of the letter is single-leaded, it is a pleasing arrangement to double-lead between paragraphs.

If regular letter-head stock is not available, have the letter-head set up with the letter and made to appear as much like business stationery as possible.

USE 1 OR 2-CENT POSTAGE.

The question of postage is often argued among advertisers who use circular letters. Does the 2-cent stamp make enough difference in the reception of a letter to equal the difference in cost of mailing?

Many advertisers insist that a 1-cent stamp cheapens a letter and spoils its chance of being read. They argue that a red stamp gives the letter entre in the most desirable society. On the other hand, many form-letter specialists have found that a green stamp will accomplish exactly the same thing as the stamp which costs twice as much—deliver the letter to its proper destination.

It may be true that many persons disdainfully throw away an unsealed letter, knowing that it contains nothing of a private nature. The trouble is that a person who is so narrow and bigoted as not to look inside a 1-cent letter for fear of coming upon a business proposition, is not likely to spend much time in perusing such a proposition after having been induced by a 2-cent stamp to open the envelope. Not everyone to whom you address a form letter will read its contents whether you send it sealed or unsealed, but a large percentage will read it either way.

It means a noticeable loss to use 2 cents where 1 cent will accomplish the same result. We would advise those who have not done a great deal of advertising by means of circular letters to experiment in the comparative results from first-class and third-class postage.

The most important part of a form letter is what to say and how to put it. The possible subjects which may be treated are as numerous as the problems of a business. Questions may be discussed in a semi-personal style almost as freely as in conversation.

Take the question of mail-order patronage. Many dealers have used the circular letter to convince catalogue buyers of the error of sending away for merchandise which can be bought at home just as cheaply and with guarantee of satisfaction.

F. R. Marrs, of Wolford, N.D., has used several letters which put this question up to his fellow-citizens in an inoffensive but irresistible manner. Mr. Marrs saw results very shortly after his first letter was mailed.

We have received many such letters and we cannot see how a sane and loyal citizen of a community could resist the arguments in favor of his trading at his local store—provided the dealer's claims were backed up by honest goods and courteous treatment.

A large subject like the catalogue house question should be dealt with in a series of letters, each of which should take up a particular phase or argument. Each point should be made to stand out distinctly, with no suggestion of interfering with the reader's liberty, but an assurance of pecuniary advantage. Use concrete cases to illustrate the points made. Put yourself in the other fellow's place, or better still, have a friend criticize your letters before you have them printed.

Besides argument, each letter must contain a call to action—an invitation to visit the store, a challenge to investigate, a trial offer—anything to put the thought of motion (in your direction) into the mind of the reader.

Every business has a personality. It is something intangible and indefinable, but it has manifestations. One store is identified with low prices; another, with high-grade quality; another, with affability. Such a store feature makes a good basis for circular letter advertising.

Circular letters may be used with excellent results in the sale of seasonable goods. Every month or two brings a new line to the front. Anticipate the season's demand by calling personal attention to your offerings in seasonable commodities. If people expect to send away for such goods, they are likely to be thinking about it several weeks ahead of time and your letter must prevent the sending of orders.

A retailer who makes consistent use of the form letter is fighting mail-order competition with its own most effective weapon. Firms which sell by mail spare no time or expense in preparing follow-up letters with the sales-producing quality in them. It is the circular letter which enables the "direct-to-you" manufacturer and the cataloger to secure enough orders to pay the heavy expenses of selling at a distance.

If a stranger can write to your neighbors so persuasively as to make them send money away for an article they have not seen, can't you, with your local prestige, write letters which will make people call at your store to buy goods which can be examined before a cent is paid?

Dealers who wish to take a correspondence course in form letter writing are recommended to respond to a number of mail-order advertisements. Rules often bother a writer more than they help, but good examples are an inspiration. There is no better—or cheaper—way to acquire the knack of writing order-pulling letters than to study the follow-up correspondence of manufacturers who sell by mail. Each letter sent out by such a firm is

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the result of deliberate effort to produce a certain effect on the reader's mind.

It is worth while to read these letters time and again, analyzing the argument, the suggestion of pleasure in possession, the bid for an order—everything that makes the letter a "puller." Keep each letter for reference and compare different ones to discover what element touches a responsive chord in your mind. If, perchance, some letter induces you to act, dissect and absorb that letter so that you can put the same sort of selling energy into your own compositions.

While general principles may be appropriated from the study of professional letter writing, when you yourself come to get up a letter, you should be natural so as to retain the personal element. Your stronghold with the local trade is mutual acquaintance and you cannot afford to lose your identity in the imitation of others. The art of form letter writing is to apply the principles of salesmanship to your own proposition in your own language.



A TOOL WINDOW DISPLAY BY PICKERING HARDWARE CO., CINCINNATI, OHIO.

A Cincinnati Tool Window Display

In the accompanying illustration is shown a window containing several hundred items in the tool line, making a display that is interesting to nearly every one. The arrangement, pricing, etc., of a display of this character is no small task. Every article in the window is priced and many small, neatly-lettered, descriptive cards were used, each giving a good selling point. Most of the goods are fastened to small boards which are covered with black cloth. A study of the picture will show that the goods on each board are nicely arranged. The bottom row of boards is about 12 inches from the glass and at a slight angle; the next row is 24 inches, and so on until the top row is reached, it being four feet from the window glass. The display was designed and placed by A. J. Hovekamp, with the Pickering Hardware Company.

Appreciates the Window Displays

To the Editor:

Since I have become a subscriber to the HARDWARE DEALERS' MAGAZINE I have followed very closely, and with great appreciation, your illustrations of the different ways in which Hardware windows have been dressed, and have been very materially benefitted.

W. E. GOVE.

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SALESMEN VS. ORDER TAKERS

In Relation to the Hardware and Sporting Goods Trade.

Gentlemen of the Trade:

To which class do your clerks belong?

It has long been the writer's desire to give his personal views in regard to retail clerks as he has found them in many instances, also his idea as to what constitutes a Salesman.

I find that many clerks come under the head of "order takers," and that very few are what I call "Salesmen." They will ask a customer what he wants, about what price he wishes to pay, show an article or two at the price mentioned, and if the sale is made—well and good—they take the money, wrap up the article, possibly make some comment on the weather or on any handy subject that is foreign to the business, and bid the customer a pleasant "Good day." Such clerks are "Order takers": drop these from your pay-roll and put in new men—Salesmen!

Another clerk of this class will "size up" a customer by the clothing he wears, and will pass out an article at a price which he thinks the buyer can afford to pay. A friend of mine told me of meeting one of these "Midget-brained" clerks recently in a haberdasher's store. My friend wanted gloves. The clerk sized him up for a $1.50 pair and passed them out. The clerk was then called to another part of the store for a few moments and my friend selected some gloves from another box. When the clerk returned, he stated to him that these gloves were satisfactory. "But," said the 'Midget-brained' party, "those are $2.75 per pair," with one of those glances which seem to say: "they are too expensive for you." My friend remarked to the clerk: "Did I *say* that I would not pay $2.75?" and bought the gloves. I had thought that the person who judged a man by his clothes was a thing of the past, but I find that he still exists. This clerk is not even an "order taker"; he is a "mistake," and my advice to you is "Get rid of him, as he is a detriment to your business."

Other clerks will begin a sales transaction by showing articles in a cheap or medium grade, explaining all good features of the articles, and will then attempt to show the higher-priced goods, trying to explain the difference—which is a difficult thing to do, when a customer has once seen the cheaper articles and heard the arguments in their favor. This clerk is no Salesman. Make this man "come back to scratch and take a fresh start," on the lines of Salesmanship, or let him seek fresh fields.

Salesmanship means—to the writer's idea—first to sell what a customer wants, but to try to induce that person to take a little higher-priced article than he intended to purchase when he entered the store; it also means to attempt, in a gentlemanly way, to sell one or more articles that his customer had not intended to buy; and, instead of commenting upon the weather, and on times and conditions foreign to business, to endeavor to impress upon the purchaser, in a tactful way, that he, as a salesman, is an expert in his knowledge of the goods which he is selling, and that this knowledge is at the disposal of the purchaser; that the stock in his particular store includes everything pertaining to its line; that the goods are of an excellent quality, and that the managers of the store are connoisseurs in that line; in short, that the store of the "John Jones Company" (or that in which the salesman is employed) is the particular place where the intending purchaser should buy his goods in their line.

The Salesman never judges a party by the clothes he wears, for his keen judgment and his experience teach him that the clothing and the pocket-book seldom match.

Salesmanship, to the writer's mind, is not to start "at the bottom of the ladder and work up," but to start at the top and work down: in other words, he believes that a salesman should produce, for the inspection of his customer, the higher-priced goods, explaining the good features of same and gradually work down until he reaches the point where the customer will make a purchase. His arguments have been made on the higher-priced articles, and it does not need as much argument for the articles of lower price. Thus the salesman has better opportunity to close the details of the sale.

The Salesman also realizes that the volume of the business of his house will be larger on the basis of going from the higher-priced articles down than by working from the cheaper goods to those of higher price.

The last essential which the writer claims for a Salesman—which covers the balance of his qualifications—is Cleanliness. Cleanliness of person, habits, speech, thought and in his dealings with customers, friends and employers; in other words, he believes that a salesman's motto should be to this effect: Be a clean salesman and give everybody a "square deal."

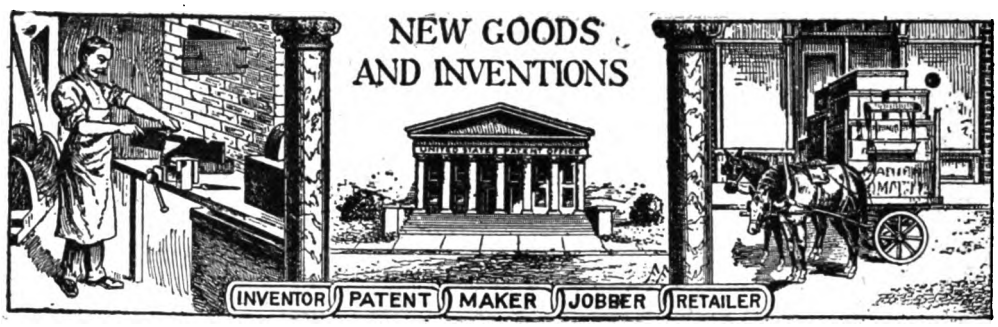
FRED. JOHNSON.

Worth Double the Subscription Price

As secretary and treasurer of this company, I have read your MAGAZINE with the greatest interest for the last few years, and must say, I am so well pleased that I would not be without it for double the subscription price.

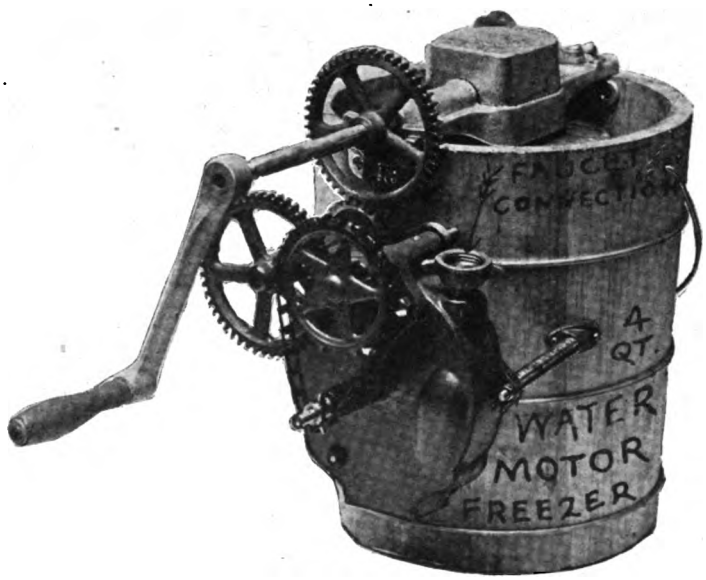
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Hallettsville Hardware Co.

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"Lippincott" Water Motor Ice Cream Freezer

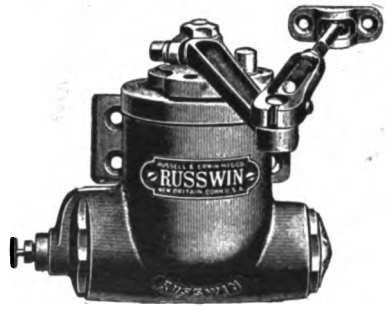
The Lippincott Water Motor Co., Newark, N. J., are placing on the market the "Lippincott" Water Motor Ice Cream Freezer, illustrated. As shown, the water motor and freezer are fastened together. To freeze ice cream by water motor power is a novelty and repeated experiments have shown that it can be done readily. The motor employed is the "Lippincott" and by means of the reduction gears the large number of revolutions at the main shaft are reduced to about 50 to 1, so that the speed becomes power in the turning of ice cream freezer can. It is stated by the makers that with 20 pounds' maintained pressure at the faucet three quarts of ice cream can be frozen, while with the usual city water pressure of 40 to 80 pounds the outfit will operate an eight or twelve-quart freezer. The freezer bucket may be permanently mounted, and the motor will run a washing machine with 35 pounds' pressure. An emery wheel may also be mounted on the motor spindle or a grindstone on the freezer spindle. The outfit will be found very useful in a number of ways that will suggest themselves to the user. The "Lippincott" Water Motor is now made in five sizes.



"Lippincott" Water Motor Ice Cream Freezer.

"Russwin" Liquid Door Check

Russell & Erwin Mfg. Co., New Britain, Conn., and 94 Lafayette street, New York, are manufacturers of the "Russwin" Liquid Door Check, the latest model of which is illustrated. It is neat and unobtrusive in appearance, has strength to operate all sizes of doors under any and all conditions, and it pos-



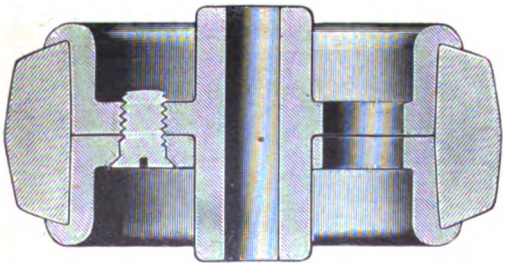
"Russwin" Liquid Door Check.

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sesses durability to withstand the severe strain to which a door check is subjected. This Check can be applied to either a right or left-hand door without reversing either the arm or spring. A coil-wire spring is used. The liquid is a non-freezing oil, in which the main working parts are immersed, reducing friction to a minimum. The possibility of leakage has, by the use of gland and washers, been eliminated. The working parts are of malleable iron and drop forged steel, machined to a perfect fit, all parts being interchangeable in the same size of check. The gland is made in one piece and gives a long bearing to the spindle. This prevents buckling of the spindle and consequent wearing on the ratchet and cover. But one piston is employed, with short bearings on a long carriage. This gives a smooth and even action. The escape of the compressed liquid is through the valve and overflow chamber into the piston chamber, and there is no great pressure of the liquid on the gland and washer surrounding the spindle. For this reason the check will work equally well if the chamber is but half-filled with the liquid. Expansion and contraction of the liquid have no effect upon the working of this Check. Ball and socket joints are used, and the arm will not bind. By means of a simple valve screw the checking power is adjustable. No. A is made for screen and light inside doors. No. B is for inside doors not exceeding 3 feet in width. No. C is for outside doors not exceeding 2½ feet in width. No. D is for outside doors not exceeding 3 feet in width. No. E is for heavy outside doors not exceeding 3 feet in width. No. F is for extra heavy outside doors and large doors operated against very strong drafts.

"Clark's" Improved Rubber Wheels

The Geo. P. Clark Co., Windsor Locks, Conn., are offering the trade "Clark's" Improved Rubber Wheels, one of which (No. 12) is illustrated. These Wheels are noiseless, and do not wear the floors. They can be



SECTIONAL VIEW, "CLARK'S" RUBBER WHEEL.

used on wood, brick and concrete floors with great saving. They are particularly adapted for all kinds of mill and warehouse work, and are greatly appreciated in hotels, banks and hospitals, where noise is troublesome. They are composed of two compressing metallic disks, one of which is provided with a hub, peripheral flange, and an annular rim of vulcanized rubber, which is mounted on the shoulders of the disk and firmly compressed between their flanges by means of screws, making it easy to replace worn-out rubbers, and yet ren-



"CLARK'S" IMPROVED RUBBER WHEEL, No. 12.

dering it utterly impossible for the rubbers to slip off. Worn-out tires are easily replaced, making the Wheels as good as new. Tires on wheels smaller than 2½ inches cannot be replaced. Rubber wheels from 2½ to 25 inches diameter are furnished. A full line of Wheels is carried in stock.

"Little Sunshine" Table Lamp

Incandescent Lamp Co., 115 Fifth avenue, Chicago, Ill., are placing on the market the "Little Sunshine" Table Lamp, illustrated.



"LITTLE SUNSHINE" TABLE LAMP.

This Lamp generates its own gas from gasolene, and through the medium of a mantle gives a brilliant, steady light. It is claimed to run eight hours at a cent cost. Being portable, it can be moved about at will.

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"City Jewel" House Mail Box

The Peck-Hamre Mfg. Co., Berlin, Wis., are placing on the market the "City Jewel" House Mail Box, illustrated. It is adapted for free city deliveries, and the makers claim will meet a demand for an attractive box of this type that retails at a nominal price.

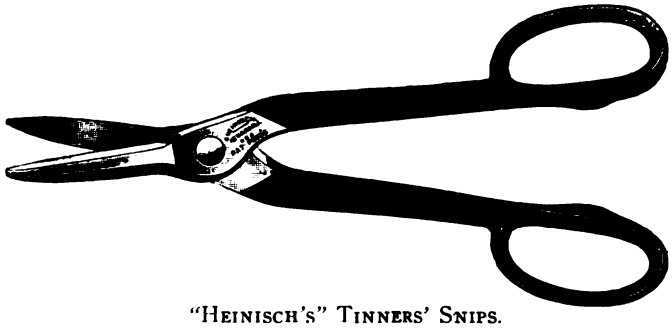


"CITY JEWEL" HOUSE MAIL BOX.

The Box is made with a newspaper clip in front and also an office door hole in the back of Box. It is also made without these features. It is finished in a dull black rustproof baked enamel, which shows up well when contrasted with higher-priced constructions.

"Heinisch" Tinners' Snips

R. Heinisch's Sons Co., Newark, N. J., are placing on the market "Heinisch" Tinners' Snips, illustrated. This tool has "Vulcan" pattern ring handles, which are japanned. The Snips are designed to cut curves and irregular shapes, being especially adapted for cornice work. The full length is 13 inches, length of cut 3 inches.



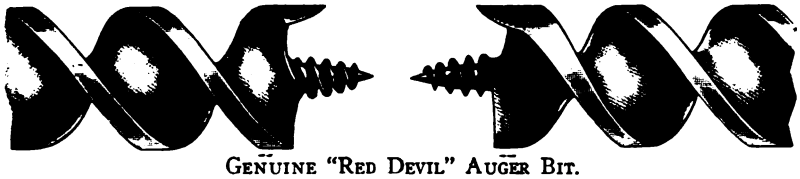
"HEINISCH'S" TINNERS' SNIPS.

Andrews Wire & Iron Works, Rockford, Ill., in their latest catalogue No. 27 show the lines of "Andrews'" Specialties, which include "Vrooman" Sink Strainers, "Higgins'" Flue Stops, "Androck" Bread Toaster, "Androck" and "Ideal" Carpet Beaters, together with an extensvie line of Wire Hardware. The latter embraces kitchen wireware, Coat Hangers, Closet Racks, Card Racks, Waste Baskets, Letter Trays, Lamp Guards, Calf Weaners, Plant Stands, etc.

McKenna Bros. Brass Co., Pittsburg, Pa., with New York office at 750 Broadway, in their No. 0 catalogue show a very large line of metal display fixtures. While many of the fixtures shown are designed for stores other than Hardware, yet there are quite a number than can be used in the latter class to good advantage. The book comprises over 125 pages.

Genuine "Red Devil" Auger Bits

W. A. Ives Mfg. Co., Wallingford, Conn., whose New York office and selling agents are Smith & Hemenway Co., 108 Duane street, New York, are placing on the market a new and improved Auger Bit, known as the Genuine "Red Devil" Auger Bit, illustrated. This finely finished Bit is made from high grade tool steel, hardened and tempered, and is guaranteed by the manufacturers to bore a smooth hole, to have a small amount of friction, and that it can be honed and sharpened on an ordinary oil stone. Each Bit is tested, boring endways in wood, before it leaves the factory. Each one is put up in an individual carton, six cartons in a container, so that they are protected from rust. Sample and prices will be sent on application to the New York office.



GENUINE "RED DEVIL" AUGER BIT.

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Sanitary Horse Brush

Milwaukee Dustless Brush Co., Milwaukee, Wis., are placing on the market the Sanitary Horse Brush, illustrated. In construction this brush is made similar to other high-grade horse brushes, except that there is a steel reservoir back. This reservoir holds kerosene or coal oil, which is fed through a circular row of special feed tufts in sufficient quantities to lay the dust. The reservoir is air-tight and the feed of the oil



SANITARY HORSE BRUSH, UNDER SIDE.

is regulated by simply tightening or loosening a screw cap. The steel back is practically indestructible, and in the manufacture of the brush only high-grade material is used. The cut shows he feed tufts. This makes the brush very durable, and it will last for years. The steel back is copper plated, which gives the brush a very attractive appearance. Each Brush is packed in a neat cardboard box and

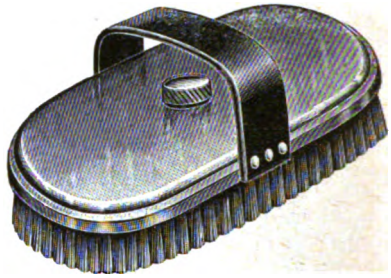


DOUBLE BIT MICHIGAN OR CROWN PATTERN.

can be displayed to good advantage. The makers state it keeps the horse's coat sleek and clean and destroys disease germs and insects. To make it more effective in keeping off flies, a little oil of pennyroyal may be added to the kerosene. It is an excellent cattle brush and keeps the skin in a healthy condition. The manufacturers offer to send a brush on approval to responsible dealers.

"Sager" Chemical Process Axes

Warren Axe & Tool Co., Warren, Pa., are manufacturers of the "Sager" Patent Chemical Process Axe, two patterns of which are illustrated. This Axe is hand forged, thereby eliminating the possibility of overheating the



SANITARY HORSE BRUSH, TOP VIEW.

bit steel. Each Axe receives several hundred blows under the hammer, thereby thoroughly refining the steel, which largely accounts for its toughness and ability to withstand hard usage. The tempering process, peculiar to this concern's goods, is said to take twice the time ordinarily required to temper an axe. Natural gas supplies a uniform heat in tempering. The natural blue color of the "Sager"



"WISCONSIN" OR FALLING PATTERN SINGLE BIT.

is obtained solely from the special tempering process and is claimed to insure perfect temper. Polishing is avoided, as it is said to draw the temper; grinding is also avoided for the same reason. Nothing but high grade crucible axe bit steel is used.

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"Lawneta" Canopy and Table

Hurley Machine Co., 153 South Jefferson street, Chicago, Ill., are placing on the market the "Lawneta" Canopy and Table, illustrated. The Canopy is 9 feet in diameter, and the framework is made of strong steel ribs which cannot bend or break. The pole supporting the Canopy is inserted in a pipe which is screwed into the ground for out-of-door use. The Canopy may be adjusted to any height desired. A beautiful effect is produced at night by the use of electric lights, the Canopy forming a brilliant and artistic setting for those dining. The Canopy is made of heavy sail drill, in the following colors: Green and white stripes, red and white stripes, orange and white stripes, solid tan and solid drab, the fringe matching the solid color. All Canopies are made with a ring on each rib, and curtains can be furnished with snap rings, to be hooked to Canopy. The curtain is quickly adjusted for



"LAWNETA" CANOPY AND TABLE.

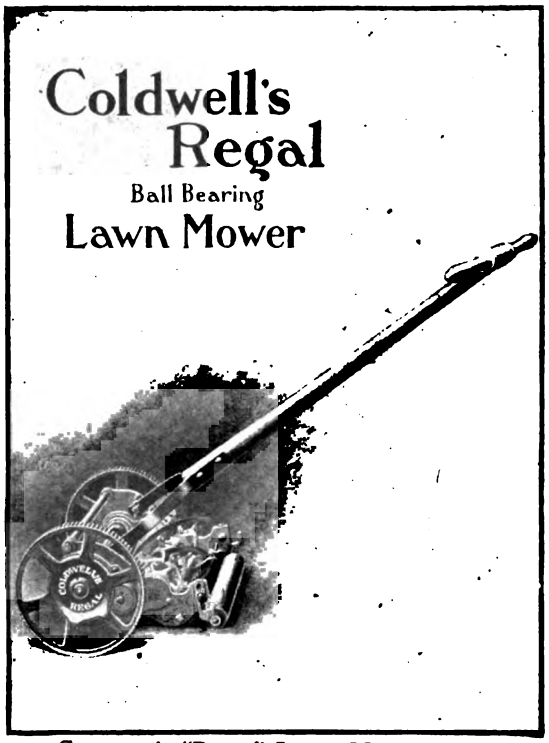
protection from the sun or wind from any quarter, and it also affords seclusion for the occupants. The Canopy closes as easily as an umbrella. The table is made of an artistic metal design, enameled and handsomely decorated. It is 40 inches diameter and seats six people comfortably. The chairs are all metal, strong and durable.

H. E. Hessler Co., Syracuse, N. Y., continue to issue monthly price list and catalogue under the name of "The Stove Repairer and Tin Shop Supplier," being a 78-page book. Net prices to dealers only are given in connection with condensed illustrations and descriptive matter.

Superior Spring Hinge Co., 123 South Clinton street, Chicago, Ill., have issued a new price list of the "Superior" Spring Hinges, Floor Spring Hinges, Door Holders and Ventilation Bolts.

Coldwell "Regal" Lawn Mower

Coldwell Lawn Mower Co., Newburg, N. Y., are placing on the market the Coldwell "Regal" Ball Bearing Lawn Mower, illustrated. The manufacturers state that a common fault with lawn mowers generally has been that the drive wheels, having too short a bearing, get loose through wear, and no provision has been made for taking it up. The drive wheels of this Mower are locked fast to the opposite ends of a steel shaft, which is supported near its ends by ball bearings. The ball bearings are fitted with adjustable cones, by means of which the wheels can always be made to run true, no matter how much the machine is worn. The ratchets in this Mower consist of three large



COLDWELL'S "REGAL" LAWN MOWER.

malleable iron pawls located in each of the two drive gears. These are the largest and the slowest moving gears in the machine, thus providing ample room for a suitable ratchet, and their slow movement reduces the wear on the pawls to a minimum. These pawls are guaranteed indestructible through wear. The revolving cutter bearings are provided with split bronze bearings by means of which one can take up all wear and keep the gears always in their original center and in proper alignment. The large diameter of drive wheels insures lightness of draft. There are five blades in the revolving cutter, causing the Mower to cut fine. The machine is provided with their patent terrace mowing arrangement. The gears are stationary when the mower is being drawn backwards, thus doubling their life.

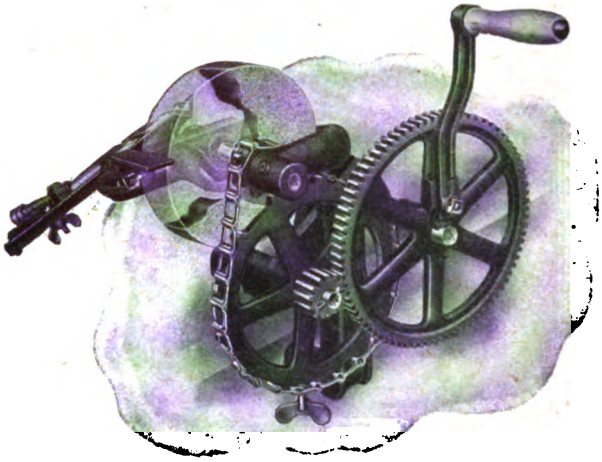
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"Fleur-de-Lis" Surface Butt

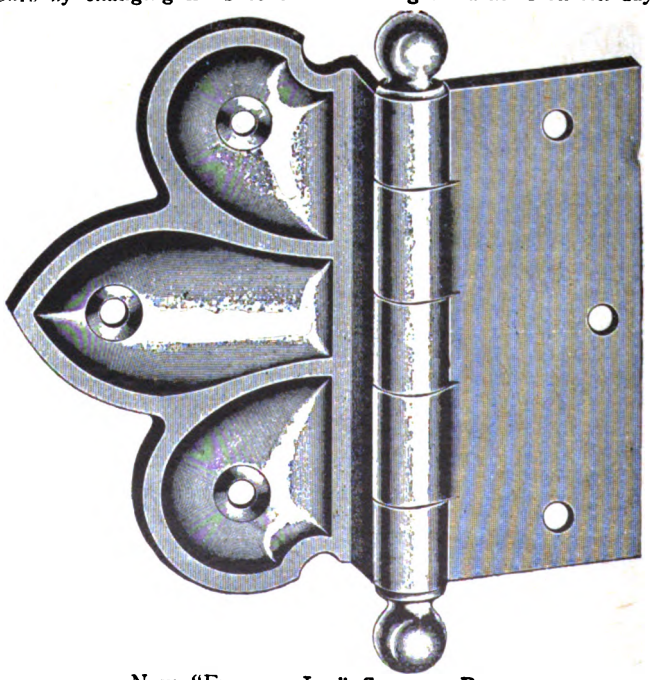
The Griffin Mfg. Co., Erie, Pa., are offering the trade the New "Fleur-de-lis" Surface Butt, illustrated. Aside from the ornamental effect, the chief advantage of these Butts is the ease with which a door can be hung with them. To put in place, mortise and fasten square part of Butts in jamb, place door in position and fasten ornamental part on surface of door. It is reversible for right and left-hand doors by changing knob to the opposite end. The Butts are made in all the different kinds of electro-plated and japan finishes, and are packed one pair in a box, complete with screws and directions for use.

"Diamond" Grinder With Twist Drill Attachment

Luther Bros., 247 Madison street, Milwaukee, Wis., are offering the trade the "Diamond" Hand Power Grinder with Twist Drill Attachment, illustrated. By means of this device even a boy can readily learn to properly sharpen a twist drill. A very high speed can be attained by means of the gearing employed. This Grinder the company are advertising and offering to farmers on ten days' free trial, and the order is put through the dealer wherever possible. The company practically guarantee sales on this machine. Full particulars can be had upon request.



"DIAMOND" GRINDER WITH TWIST DRILL ATTACHMENT.



NEW "FLEUR-DE-LIS" SURFACE BUTT.

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Gas Portable

The Turner & Seymour Co., Torrington, Conn., are offering the trade the No. 51 Gas Portable, illustrated. It is of solid cast brass, the center tube being 11½ inches in height. The tripods supporting the shade are a fraction of an inch higher. The design shown on the base and uprights is first sunken and then filled in with a color to contrast with the finish in which the base and uprights have first been made. When the body and tripods



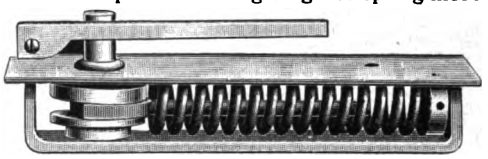
GAS PORTABLE No. 51.

are finished in old brass, the sunken design is of dead black. The oxidized brass base and tripods are relieved by verde green coloring. One of the fancy band shade rings, of which this concern are the originators, is shown on this Portable. The ring in all cases is finished to match that of the Portables themselves. This ring is referred to as being an improvement over the old style rings as the fringes not only actually retarded the light, but by their constant, swinging motion caused shadows that were irritating to move across the vision of one reading. The company manufacture Portables in all grades and heights, and the rings in all grades from rings without bands to rings having bands 1¼ inches wide. The Portables are also fitted for use in dwellings or offices wired for electricity.

The Róstand Mfg. Co., Milford, Conn., in a new folder show several varieties of their Brass Fire Place Fixtures, Brass Candlesticks and Brass Door Knockers. The makers remark that each line stands in a class by themselves in individuality, beauty and simplicity of design. The concern are also manufacturers of "Yale" Metal Polish.

"Standard" Double Acting Floor Hinge

Standard Mfg. Co., Shelby, Ohio, are offering the trade the "Standard" Double Acting Spring Floor Hinge, illustrated. The view shown is that of the Hinge, which is let into the floor, the top coming level with the surface of the floor, with the socket shown let into the bottom of the door and secured with screws through the socket into the door. This socket has two set screws, with which the door is brought to perfect alignment after it is hung. Means are provided for giving the spring more



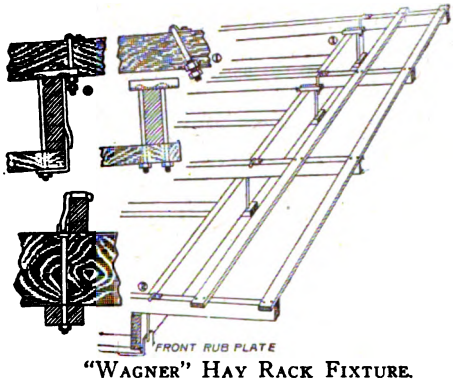
"STANDARD" DOUBLE ACTING FLOOR HINGE.

or less tension, as is required for different doors. To do this the company have provided a finish plate covering the top plate of the Hinge. This finish plate can be removed when necessary to adjust the tension of the spring. This Hinge can be used where steel beams come near the surface of the floor on account of the slight depth required to be cut into the floor, about 1½ inches for ordinary sized doors. All parts are made from steel—cone, ball race and all wearing parts are hardened to prevent wear and assure long life. The spring is of the compression type, with spring plunger guided by the spring which forms a cushion to take up the side motion of the plunger at each swing of the door and makes the Hinge practically noiseless in its action. The hold-open feature is one of its strong points; a door hung with a set of these Hinges will stay open when swung open either way. This hold-open feature is positive and is not a strain upon the Hinge. These Hinges are furnished to the trade in all finishes demanded in builders' Hardware.

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"Wagner" Hay Rack Fixtures

Wagner Mfg. Co., Cedar Falls, Ia., are placing on the market the "Wagner" Hay Rack Fixtures, illustrated. To avoid the wearing off of cross piece ends by the front wheel, and also to eliminate the danger of gouging out of spokes of front wheel, the rub plate goes across the end of front bottom cross piece, which prevents the end from being worn away, and at the same time leaves

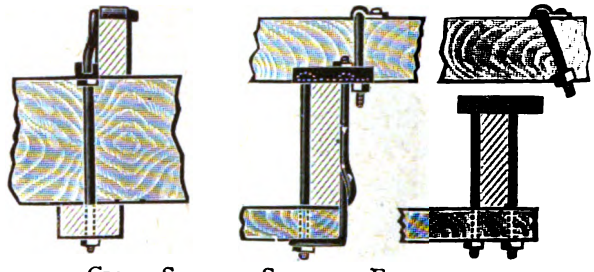


"WAGNER" HAY RACK FIXTURE.

nothing projecting to catch the spokes. Another meritorious feature is the removable top. By having a rack constructed in this manner, it is lighter and easier to put on the wagon, and also leaves the bed of the rack to be used for trucking, etc. It will be noted that the fixture provides for the top of the rack being removed by simply loosening, not removing the nuts of swing bolts, thereby allowing the parts to be swung out of the slot and the top of the rack instantly removed. To remove the top it is unnecessary to take off any of the nuts. The swing bolts are fastened to the top part of the rack, consequently cannot lose off, and are always ready and in position when you wish to put the top on.

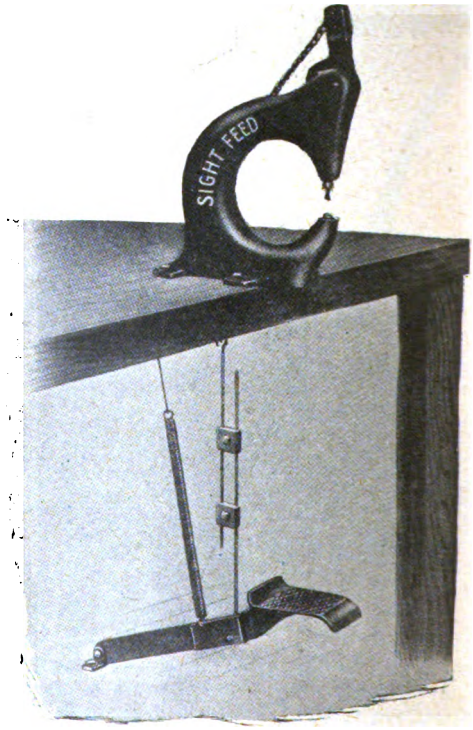
"Sight Feed" Riveting Machine

F. H. Smith Mfg. Co., Chicago, Ill., are placing on the market the "Sight Feed" Riveting Machine, illustrated. This machine is designed to meet the requirements of manufacturers as well as harness makers, repair shops, livery stables, etc.—in short, for every one who does not have sufficient rivets to warrant the use of an automatic machine. In using this machine the operator can see exactly where the rivet is to be set. The chuck which holds the rivet in place occupies no more room than the ordinary straight plunger, and is so constructed as to grasp the rivet very firmly by the head only, thus exposing the entire length of the rivet to the operator's sight until after the work is practically completed. It is so small in diameter as to permit of the rivet being set accurately very close to a buckle or other projection on the work. The rivet is fed to the chuck by hand, the chuck itself being so made as to allow for any reasonable variation in the size of the heads of bifurcated or tubular rivets of the same number. Chucks and anvils for Nos. 1 and 3 rivets are regularly carried in stock and are made interchangeable. The height from top of lever to bottom is 16 inches. The width from front to rear of machine is 12⅝ inches. The weight is 17 pounds, and complete, with foot-power, is 26 pounds.



CROSS SECTION, SHOWING FIXTURES IN POSITION.

The body of machine is of gray iron; all working parts are of steel. The finish is two coats of black japan with gilt lettering. The depth of gap from center of rivet to rear of gap is 6 inches. The greatest distance from bottom



"SIGHT FEED" RIVETING MACHINE.

of plunger to top of anvil is 1⅝ inches. The length of rivets that can be set is 3/16 inch to ¾ inch, inclusive. A loop anvil is sent with each machine.

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"Hallock" Fireless Cooker

Hallock Fireless Cooker Co., Grand Rapids, Mich., are offering the trade the "Hallock" Fireless Cooker, illustrated. The Cooker is a strongly built chest, 30 inches long, 15 inches square, made of hardwood, satin mission finish, packed with a hygienic and scientific non-conductor of heat, and has brass trimmings. There are provided with the outfit two 10-quart kettles, one 3-quart pudding dish and one wire vegetable basket. The total weight is about 50 pounds. The chest is set on easy rolling casters. The bails at the ends of the

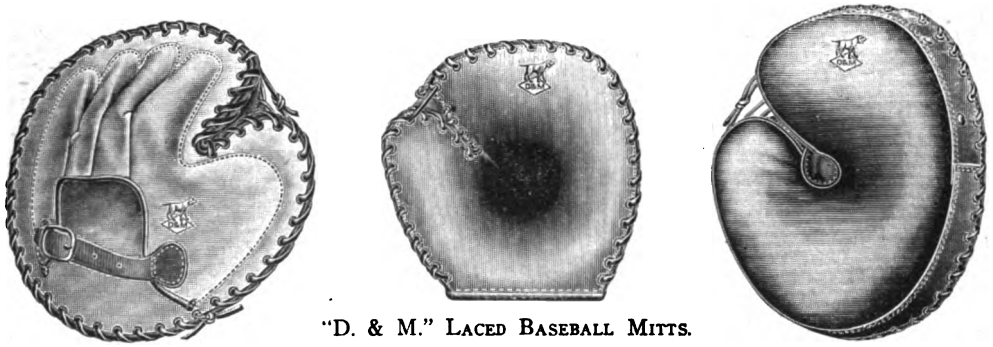


"HALLOCK" FIRELESS COOKER.

chest are removable and may be used as bails for conveying the kettles when desired. The cloth linings in the cabinet are attached to wooden frames, which may be taken out by removing the screws that hold them in place. The cloth may be washed when desired and returned to place. Wood covers are provided for the kettles. When necessary the kettles can be replaced at the Hardware store.

The principle of fireless cooking is simple and generally understood in many sections. It is simply this, to bring the food to a boiling point on a flame stove, then deposit the kettle into a chest that is packed with a good non-conductor of heat. When the chest is closed the heat cannot escape and the water in the kettle remains at about the boiling point for several hours. Consequently, the food in the water, or in an inner kettle set in the water, cooks just the same as though the kettle were kept at the boiling temperature by the application of heat from a stove. A fireless cooker is especially desirable during the hot summer season, as the midday meal or evening meal can be prepared in the morning; standing over a hot stove for several hours is eliminated, with the ensuing peace of mind. The use of such a device is also very economical, there being no expense whatever while the food is being cooked in the Cooker. In the fireless cooker there is no evaporation; all the goodness and flavor are retained and the food is thoroughly cooked. There is no danger of burning, no matter how long food is left in the chest. Boiled onions and cabbage can be cooked in this device without any odor in the house. Oatmeal cooked for five minutes, while the supper dishes are being put away, and then placed in the Cooker over night is ready for serving the next morning for breakfast, without reheating. Practically a whole dinner can be cooked at once. If a person is camping out the food can be heated and put in the Cooker and upon the party's return later in the day it will be ready for eating.

Fort Smith Refrigerator Works, Fort Smith, Ark., have ready for distribution their No. 22 catalogue of opalite-glass lined and odorless white-wood lined Refrigerators. These are furnished in regular sizes and designs and special designs are built to order of any size or shape for any purpose. The Refrigerators are for residence, club, restaurant, hotel, groceries, and other uses.



"D. & M." LACED BASEBALL MITTS.

"D. & M." Laced Baseball Mitts

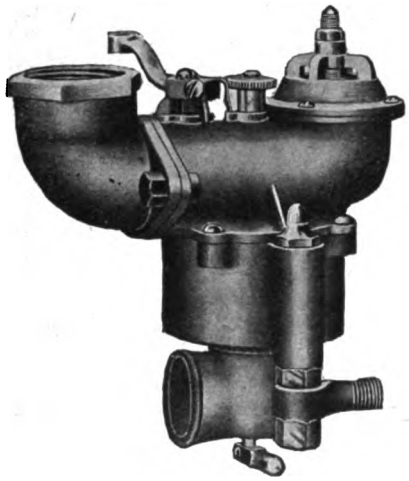
Draper & Maynard, Plymouth, N. H., are offering the trade the "D. & R." Laced Baseball Mitts, illustrated. These Mitts are designed for the use of catchers, basemen and fielders. The Mitts are made on the latest improved patterns. It will be noted that the lacing enables the player to adjust the padding, as his preference may indicate.

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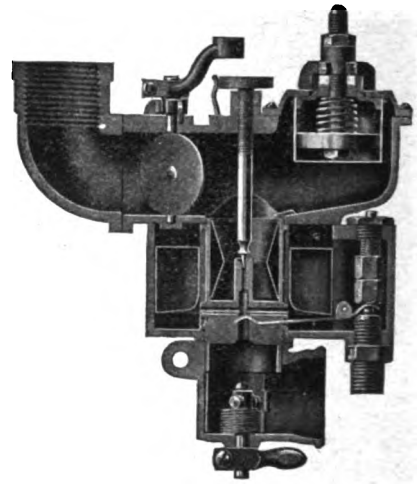
"Breeze" Carburetors.

The Breeze Carburetor Co., 276 Halsey street, Newark, N. J., are offering the trade the "Breeze" Carburetors, illustrated. This device is equally adapted to all engines. It will, when adjustments are once properly made, deliver the right kind of mixture to the engine at all speeds at which it will work without change of adjustment. With clean fuel and air passing through the Carburetor, it requires no attention, but if clogged by dirt it can be easily cleaned. All adjustments are independent, and when made, stay set. Both gasoline and air adjustments are placed on top of the Carburetor, the gasoline valve having figures and graduations stamped on a dial head indicating its exact position. The non-fluttering auxiliary valve maintains an even engine with it. The proportion is determined by the adjustment of the needle valve. As the suction increases when the throttle is opened or the engine runs faster, the proportion of gasoline taken up is greater than it should be, so the auxiliary air valve is provided and arranged to open against a spring and admit pure air according to the increased suction of the engine. By proper adjustment of this valve spring the Carburetor can be made to furnish a uniform mixture to any engine. A valve is provided to govern the amount of mixed gas delivered to the engine.

The AA Carburetor is an especially small ¾-inch for motor cycles. It is made of aluminum, weighs about 8 ounces, and is built on the same principle as their other Carburetors.



"BREEZE" CARBURETOR FOR AUTOS AND MOTOR BOATS.



SECTIONAL VIEW "BREEZE" CARBURETOR.

addition of air to the mixture on high speeds. The central draught for main air and gasoline spray prevents changing of fuel level on grades. The peculiar construction of the needle valve causes the breaking up of the fuel into small particles, giving at the same time economy and power. The purchaser can have vertical or horizontal, or male or female connection to engine. The Carburetor is easily detachable from flange of engine pipe connection. The spun brass float is claimed to obviate all need of adjusting fuel level. The interchangeable main air tubes give a wide range of main air supply and still maintain the correct cone-shaped air passage. It is provided with a simple and easily detached hot air attachment. The Carburetor consists of a fuel chamber provided with a float feed device to maintain the fuel level always at a point just below the spray nozzle, which is connected by a cross tube to the fuel chamber; when air is sucked through the conical-shaped main air tube by the engine, a proportion of gasoline is drawn up into the

The Cronk & Carrier Mfg. Co., Elmira, N. Y., have been distributing their latest catalogue. There are presented Barn Door Hangers, Automatic Sliding Door Latch, Wrought Steel and Malleable Garden Rakes, Garden Mattocks, various style Hoes, Grass Shears, Turf Edgers; Fencing, Button, Flat and Round Nose, Burner, Gas, Side Cutting, Lineman's, and other Pliers; Cold Chisels, Screw Drivers, Pruning Shears, etc.

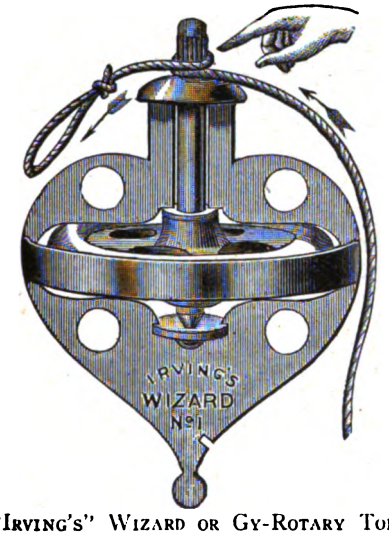
The Reliable Incubator & Brooder Co., Quincy, Ill., report the sale of one of their Incubators to the King of Spain. Naturally, they feel very much elated as it is the custom of Spanish royalty to refrain from purchasing articles from private parties.

Paragon Mfg. Co., Chicago and New York, have issued a descriptive catalogue of the Sanitary "Paragon" Revolving Cylinder Washing Machine. This Machine is claimed to be adapted for both wet and dry cleaning of clothing.

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"Irving's" Wizard or Gy-Rotary Top

Smith & Egge Mfg. Co., Bridgeport, Conn., are offering the trade "Irving's" Wizard or Gy-Rotary Top, illustrated. With but one exception, the entire Top is constructed of cold rolled steel, the flywheel only being made of babbitt metal, solidly cast to a steel spindle. The outfit comprises Top, pedestal, spinning cord and illustrated directions. It is referred to as being a miniature rotary engine, capable of several thousand revolutions per minute, and can be handled while running at full speed. It maintains its equilibrium at any

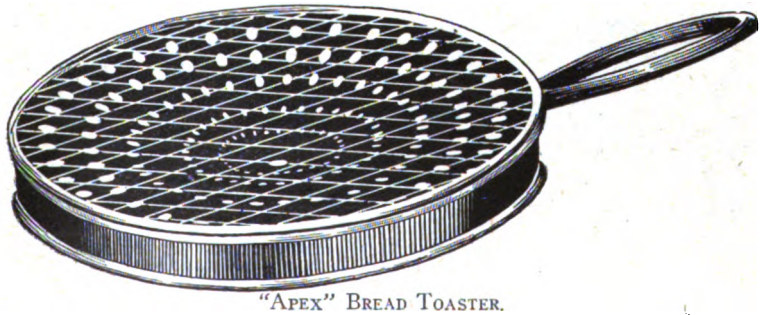


"IRVING'S" WIZARD OR GY-ROTARY TOP.

angle, in any position on either end or side, however placed. There is no tedious winding and no springs. It can be put in motion by a child in a few seconds and spins for over five minutes, and performs a very large number of scientific tricks. Some of the positions in which it spins are shown in this connection.

"Apex" Bread Toaster

Apex Specialty Co., 75 East Woodbridge street, Detroit, Mich., are placing on the market the "Apex" Bread Toaster, illustrated.

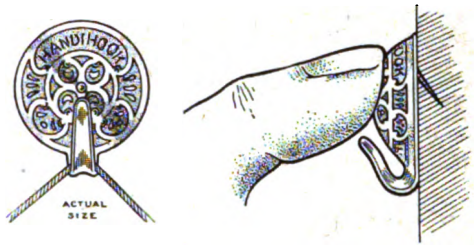


"APEX" BREAD TOASTER.

The makers refer to it as being scientifically built and utilizing every heat unit. The heat distributor is an inverted cone having 800 perforations, the holes increasing in size from center to circumference which give an even distribution of heat to every point of the toasting surface. The device is easily cleaned, as it has a loose wire rack. It will toast four large slices of bread and prevent crumbs from falling on the stove. It does not dry out the toast, but leaves it crisp and palatable.

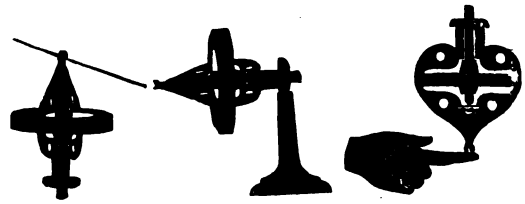
"Handihook"

August Goertz & Co., Morris avenue, Newark, N. J., are offering the trade the "Handihook," an ever ready hanger, as illustrated. Its features are: It hangs everything



THE "HANDIHOOK."

that is "hangable"; it is handy, there is no hammering, no screwing, no ugly marks. It is simple—a push with the thumb and it's in. It



SOME POSITIONS IN WHICH TOP SPINS.

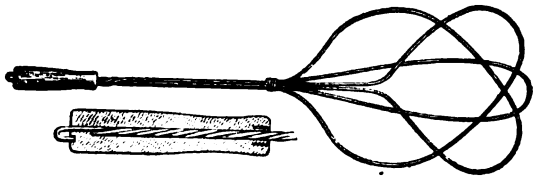
is secure, holding up to 10 pounds. As it is inexpensive, the low cost permits of wide use. Some of the uses include the hanging of pictures, signs, cards, calendars, coats, skirts, papers, kitchen utensils, window displays, etc. The device is made with a fine brass finish, and sells at a low price. A three-color display stand is furnished free.

There is a great difference between the good-natured salesman and the good-tempered salesman.

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"Cleaner" Rug and Carpet Beater

Holt-Lyon Co., Tarrytown, N. Y., are manufacturers of the "Cleaner" Rug and Carpet Beater, illustrated. This Beater has the twisted wire in and out of the handle, which greatly strengthens the wire directly at the handle, which is usually considered to be the weakest part of a device of this character. One wire goes through the handle, is bent back and driven into the handle, which prevents the handle from ever coming off. There are six wires in the head where they are needed, and



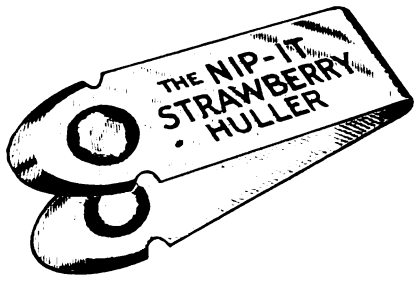
"CLEANER" RUG AND CARPET BEATER.

only four wires in the shank. This Beater is especially adapted for beating heavy rugs and carpets. Its use is not injurious to rugs because the blow is divided over a large space. The No. 11 has head 10x14 inches, length 32 inches and weight 10 ounces; No. 10 has head 10½x15 inches, 35 inches in length and weight 13 ounces. The No. 10-X has head 11x16 inches, length 38 inches and weight 14 ounces.

The Lefever Arms Co., Syracuse, N. Y., announce to the trade that hereafter they will give added protection to the retail dealer by never quoting to the consumer direct from the factory at a price less than approximately 10 per cent. higher than their established minimum retail price, f. o. b. factory.

"Nip-It" Strawberry Huller

Windsor Stephens & Co., Waltham, Mass., are manufacturers of the "Nip-It" Strawberry Huller, illustrated. This nickel plated thin sheet steel device is shown full size. It fits the hand nicely and with the depres-

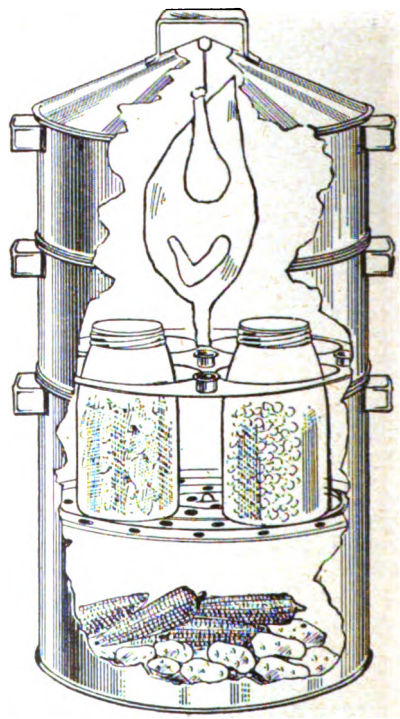


"NIP-IT" STRAWBERRY HULLER.

sions near the ends forms a holding for the finger and thumb so that one can quickly hull strawberries without getting the seeds or grit under the finger nails, and without staining the fingers of the hand that is using the Huller. In addition, the berries are left in better condition after being hulled in this manner than they would be if hulled with the fingers alone. Any soft spots in the berries can be readily removed with the device. The normal position is open so that when hulling the points are brought together and when pressure is removed they spread apart, ready for the next hulling operation. Although selling at a small price, it yields a good profit. A dozen are mounted on a neat display card for show case or counter.

"Gem" Combination Steam Cooker

The Gem Mfg. Co., Chelsea station, Boston, Mass., are offering the trade the "Gem" Steam Cooker, illustrated. This one utensil combines three distinct articles—cooker, canner and sterilizer—which were formerly made by the company. It is made of XXX tin, has four separate and distinct compartments, any two of which can be used as a unit or in combination. The manufacturers remark that they have omitted all spouts, whistles, con-



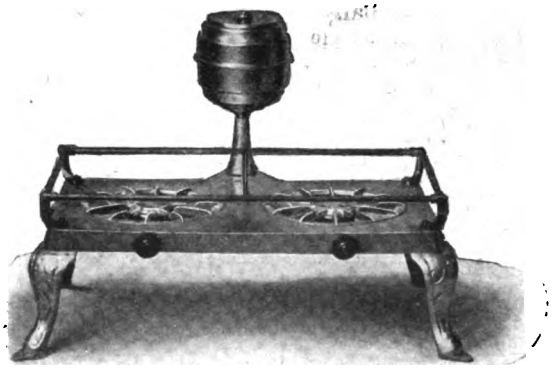
"GEM" COMBINATION STEAM COOKER.

densers, traps, etc., which leaves the utensil free from corners, holes and tubes, so that every inch is accessible for thorough cleaning. By reference to the illustration it will be seen that the lower compartment contains potatoes and green corn, the second compartment is used for canning fruit, the third and fourth compartments are used for cooking a fowl. All of these operations are conducted simultaneously, and over one gas burner or flame.

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Marine Alcohol Cooking Stove

Alcohol Utilities Co., 156 West Twenty-third street, New York, are offering the trade the Marine Alcohol Cooking Stove, illustrated. This Stove requires but one fuel to start and burn, denatured alcohol. This fuel is practically as safe as water to use, which makes it particularly suitable for use on boats of all kinds. The alcohol vapor is not dangerous like gasolene; it has no odor as has kerosene, and, unlike the latter, there is nothing disagreeable about handling alcohol. If any is spilled over the hands or clothing, no damage is done, as it evaporates quickly. The Stove burns the alcohol with an intense heat, without soot or smoke, and it is odorless and clean. The Stove is finished so that no part can rust, cannot get out of order, and every part is easy of access. It is safely operated in rough weather, as it is securely fastened down anywhere and the cooking utensils are held in place by rails around each burner. The fuel is easily obtained, and being in liquid form can be transported and stored in any part of the boat without danger. This Stove is made with one, two or three burners. The reservoir holds 1 quart. The supply pipe leading to the burners is so constructed that there is no excess of alcohol delivered at the burner. Another important feature is that heat is not radiated to the side of an alcohol flame, as the full amount of heat is delivered at the point of the flame, right over the burner.



MARINE ALCOHOL COOKING STOVE.

"Androck" Bread Toaster

Andrews Wire & Iron Works, Rockford, Ill., are placing on the market the "Androck" Bread Toaster, illustrated. It has planished steel body, bright finished wire cloth bread rest, 9 inches square, and tinned wire handle. The body is dished up so as to spread the heat to the outside, but is prevented from escaping over the edges by the V-shape of the feet, thus using but a small amount of gas for the toasting process. All the heat is forced to rise through the funnel-shaped holes, which are so small that the flame cannot get through. It makes crisp toast, browned alike all over. The nominal selling price is one of its strong features.



"ANDROCK" BREAD TOASTER.

"Polar Star" Ice Cream Freezer

Smith & Hemenway Co., 110 Duane street, New York, are offering the trade the "Polar Star" Ice Cream Freezer, illustrated. It is made from XX tin, and all parts of Freezer are retinned, so there is no chance for rusting. The makers state that pure cream can be made in the home with practically no labor. The total weight of the machine is 2¼ pounds for the 2-quart size and 1¼ pounds for the 1-quart size. The claims made for this Freezer are that it will make cream in five minutes; it is simple in construction and operation, is quick acting, is sanitary and is sold at a low price. It comes in 1 and 2-quart sizes. The 1-quart size will make enough cream to serve six people and the 2-quart size will make enough to serve twelve people. The ice required for the smaller size is 4 pounds and 1 pound of rock salt; for the larger Freezer 8 pounds of ice and 2 pounds of rock salt are required. The 1-quart size is packed three dozen in a crate, with shipping weight of 90 pounds; the 2-quart size is packed two dozen to a crate, with shipping weight of 110 pounds. Sample and special discount will be sent to the trade on request.



"POLAR STAR" ICE CREAM FREEZER.

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"Ohio" Wire Cushioned Oil Can

Ohio Lantern Co., Tiffin, Ohio, are manufacturers of the "Ohio" Wire Cushioned Oil Can, illustrated. The wire cushion is made with full heavy tin rings crimped to top and bottom. The glass can be removed from the



"OHIO" WIRE CUSHIONED OIL CAN.

jacket for cleaning or any other purpose. The jacket is made of coiled steel spring tinned wire, woven to form a cushion which is practically "thump and knock" proof. The unprotected glass in use is very liable to breakage by being set down too hard or knocking some



REMOVED FROM JACKET PARTLY.

article against the can. The cushion takes up these jolts and knocks and very largely prevents breaking the can. Another important advantage is that the user can at all times see how much oil remains, without going to the necessity of shaking the can, sticking a straw or piece of wood inside to get the depth of contents. One view shows the glass can partly removed from the jacket for cleaning; the other shows it in its normal position. The can shown holds a gallon.

The T. F. Deck Gravity Level Co., Toledo, Ohio, have issued a catalogue descriptive and illustrative of their line of Gravity Levels.

American Emery Wheel Works, Providence, R. I., have issued an 86-page catalogue of Emery and Corundum Wheels and specialties. The wheels are furnished for a large variety of purposes, coming in many sizes and shapes for different purposes. In the book there are a number of interesting articles, including Testing for Grade, which is indicative of the exactness of the concern in the manufacture of Wheels; Automatic Grinding, Hand Grinding, etc.

"Daisy" Fly Killer

Harold Somers, 149 De Kalb avenue, Brooklyn, N. Y., is the manufacturer of the "Daisy" Fly Killer, illustrated. It is a tightly sealed ornamental tin box, provided with five holes, into which are secured felt wicks, and contain a fly-killing material. When filled with water and the cork replaced and thoroughly shaken up the fly-killing material inside the box mixes with the water and is absorbed through the wicks, which form the petals of the daisies. The wicks thus become moist and sweet from the box contents. The flies are attracted by the moisture and sweetness



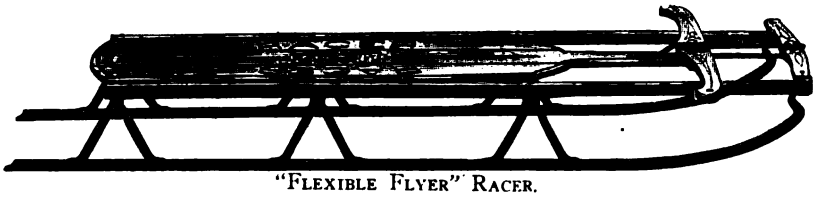
"DAISY" FLY KILLER.

in the wicks, and after getting a taste of it soon die. The fly-killing material does not act instantly, but when the fly has once tasted the moist wick it will die in from one to five minutes. When the contents of box have evaporated, replenishing with water will at once restore its usefulness. There is sufficient fly-killing inside the box to last through the season. The box is 3½ x 6 inches in size and neatly lithographed to represent daisies in a field. It finds advantageous use in hospitals, in the sick room and in a room when a person desires to lie down for a nap and not be bothered with flies.

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"Flexible Flyer" Racer

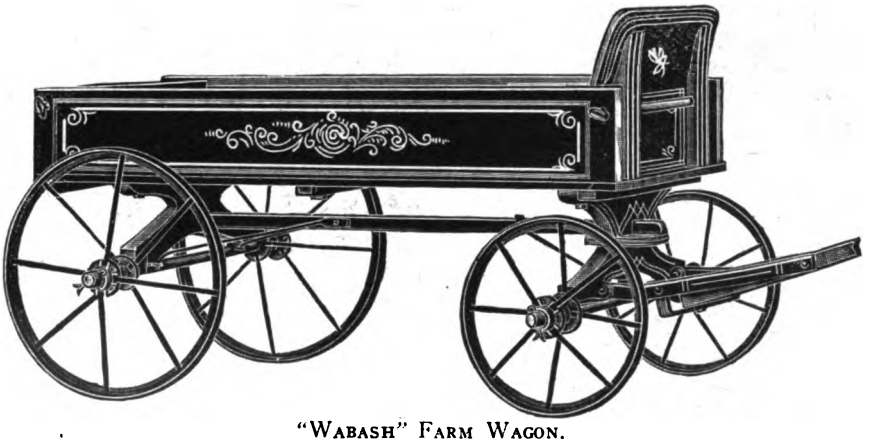
S. L. Allen & Co., Box 1100 H, Philadelphia, Pa., are offering the trade the "Flexible Flyer" Racer, illustrated. The makers refer to it as being the youngest, best and most attractive of the "Flexible Flyer" family. It has racy lines, lightness, strength, poise and attractiveness. It is built low and rather narrow, with unusual length of runner extending well forward and to the rear, insuring high speed. With three standards on a side, it is extra strong and the springing of the runners by the steering bar is easily done. The runner steel is a patent section, insuring successful steering. The new shape front is pleasing to the eye and correct form for speed. The finish is high grade. In length the sled is 56 inches, height 6¼ inches and width 13 inches. The weight is 16 pounds.



"FLEXIBLE FLYER" RACER.

"Wabash" Farm Wagon

Wabash Mfg. Co., Wabash, Ind., are manufacturers of the "Wabash" Farm Wagon, illustrated. This miniature real farm wagon has end boards, end rods, reach and fifth wheel and all necessary braces. The gear braces are independent of the box. The box is made of selected cotton wood, light and durable; the gear is of well seasoned hard wool. "Wabash" wheels are of the concern's own design and used exclusively on their own Wagons and Hand Cars. They have a T steel rim and the spokes are securely fastened and clamped. The rim cannot settle between the spokes, thus making a smooth and easy running wheel that will stand hard and rough usage. The body is finished in a rich green, while the gear and wheels are a bright red with hand striping and scroll. The shafts and seat are furnished, if desired. The box is 16 x 34 inches, wheels 11 and 15 inches diameter. The No. 32 has steel tired wheels and the No. 320 has rubber tired wheels.



"WABASH" FARM WAGON.

"Fox" Cabinet Scraper

The Fox Mfg. Co., Milwaukee, Wis., are offering the trade the "Fox" Cabinet Scraper, illustrated. The body of the Scraper slides on the wood insuring a cut of uniform depth. The blade is fastened with a handy clamp and can be adjusted or reversed in a moment. It works equally well in a horizontal or perpendicular position. It is said never to leave waves. It is especially adapted for floor, cabinet or bench work where a fine finish is desired. The body is 6 inches long, 3½ inches high and it cuts 3½ inches wide. Its convenient size permits of easy carrying in any carpenter's tool kit.



"FOX" CABINET SCRAPER.

T. R. Almond Mfg. Co. have removed their factory and main office from Brooklyn, N. Y., to Ashburnham, Mass. Their New York address will be at 40 Murray street, at which place a well assorted stock will be carried. The concern manufactures Chucks, Flexible Tubing, etc.

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"Chi-Namel" Graining Process

The Ohio Varnish Co., Cleveland, Ohio, are offering the trade the "Chi-Namel" Varnish for Graining, Staining and Varnishing. With this process any one without previous experience can put a new surface on their old floors, doors, wainscotings, etc., which will be a reproduction not only as to color, but grain effect of any kind or color of wood they may choose to imitate.

It matters not how dark or full of imperfections the old floor may be, or how wide the boards, it can be transformed into as light a wood with as narrow boards as desired. Cracks, nail holes and knot holes are lost when the new "Chi-Namel" surface is applied. It works just as well on tin, iron, cardboard, oil cloth or linoleum as on wood—in fact, it can be used on any flat surface that can be painted.

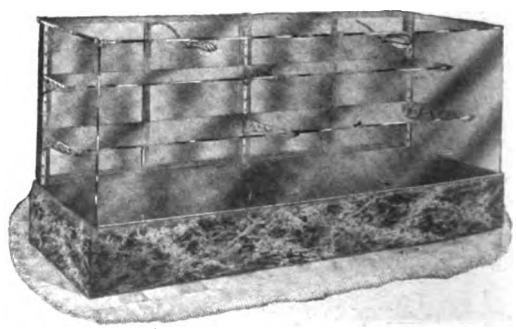


GRAINING WITH "CHI-NAMEL" VARNISH.

The "Chi-Namel" Varnish (natural or in all colors), which is a part of this process, is also a departure from the ordinary house varnish in respect to wearing quality. It is said to have very long life. Floors, table, tops, dresser tops and furniture finished with this varnish are both hammerproof and waterproof. Naturally, these claims for endurance are accepted with a degree of skepticism by those who have had experience with the perishable sort, and the only way to carry conviction to such is to offer a practical illustration of what may be expected from the goods. This calls for an advertising and selling plan that is new in the varnish world. The "Chi-Namel" plan is to assist the dealer who has the exclusive agency for the goods to make his own circle of patrons acquainted with their superior quality. This is done through the services of a corps of specially trained and instructed lady demonstrators who conduct "'Chi-Namel' Schools" for a few days in their store windows, giving personal instruction to the housewives and others in the use of the Graining Process and also in making a series of tests. Among these tests are striking a "Chi-Nameled" surface a sharp blow with a hammer to show that it will dent with the wood without breaking, cracking or showing a white spot; dipping into boiling water to show that this abuse has no injurious effect; pouring on alcohol or ammonia to show that it is less quickly affected by these injurious liquids than ordinary varnish. This is a species of advertising which leaves the dealer in position to follow up the demonstrator's work and reap fully 100 per cent. of its results; he is free from price-cutting, for he has no nearby competitor handling the line. The "Chi-Namel" products are not marketed through jobbers, but sold direct to the retailer by the manufacturer. This makes it possible for the dealer to make a specialty of the line and develop a far larger business than would be at all possible if in the hands of all his competitors.

"Quincy" Glass Show Case

The Quincy Show Case Works, Quincy, Ill., are manufacturers of the "Quincy" All-Plate Glass Show Case, No. 500, illustrated. The concern have perfected a device for an all-plate show case whereby the glass is held together in a firm way without holes in



"QUINCY" GLASS SHOW CASE, No. 500.

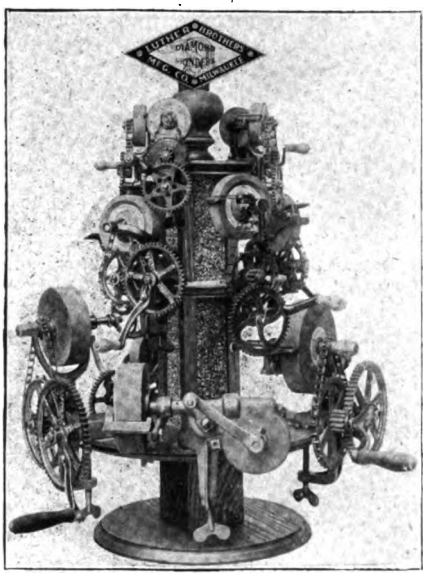
the glass or connecting rods. Nothing but quarter-sawed oak is used in the woodwork on their Show Cases. All Cases are shipped K. D. in order to save freight charges, and make a feature of furnishing a screw driver with each Case, the only tool required to set them up. The company also make a high grade line of store equipments, counters, shelving, tables, etc.

Bison Mfg. Co., Little Valley, N. Y., in their catalogue show their line of "Bison" Razor Strops and Razors, as well as "Reed's" patent Strop and Case. The latter has a strop and space for two ordinary razors, which is very convenient for travelers.

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Tool Sharpener Display Stand

Luther Brothers Mfg. Co., Milwaukee, Wis., manufacture a line of Hand Tool Sharpeners in all sizes and styles. These machines are fitted with Carborundum wheels, the well-



TOOL SHARPENER DISPLAY STAND.

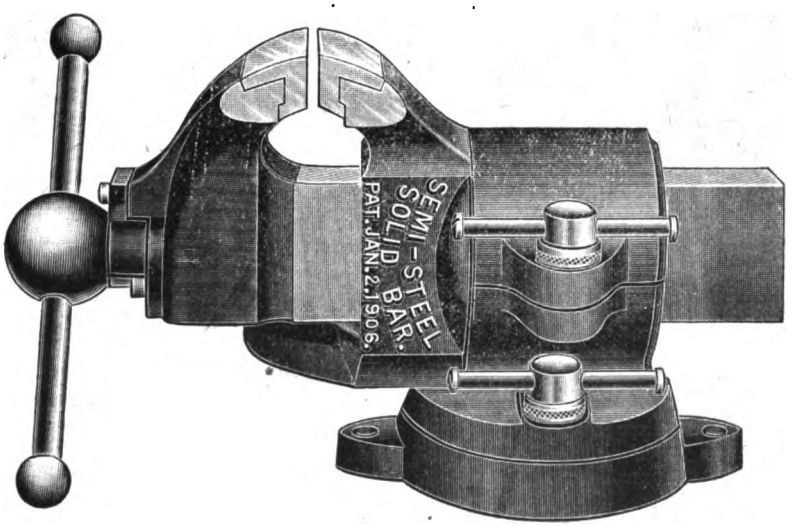
known abrasive. In order to make easier the proper display of these Grinders the company have brought out the Display Stand, illustrated. It is approximately 36 inches high, including transfer at the top, and carries an assortment of from twelve to fifteen machines. This Stand is supplied free to dealers handling the company's goods. Six out of the twenty distinct types of machines made are shown on the Stand.

The Corbin Motor Vehicle Corporation, New Britain, Conn., in a recent folder give some splendid views of parts of the "Corbin" Automobile. There are views of different styles of motors, of the transmission gear, of rear axle, etc. A dozen views show the "Corbin" in various competitions, on the track, hill climbing, endurance runs, sealed bonnet contests, etc.

J. C. McCarty & Co., 21 Murray street, New York, have been appointed sales agents for the United States, outside of Greater New York and Canada, for the Acme Ball Bearing Sales Co., 56 Warren street, New York, manufacturers of the "Acme" Ball Bearing Casters.

"Parker's" Double Swivel Semi-Steel Vise

The Charles Parker Co., Meriden, Conn., with New York office at 32 Warren street, are placing on the market "Parker's" Double Swivel Semi-Steel Vise, illustrated. This new construction has "Parker's" solid steel bar slide strengthener, and also solid under portion to the front jaw, or slide, a distinctive feature of this concern's Vises. The jaw faces of this series are made of high grade tool steel, and are renewable and removable at any time during the life of the Vise. With this general toolmaker's double swivel Vise, it is not necessary to remove the work from the vise jaws. The tool can be swiveled on base or turned in a barrel without touching the Vise screw or lever, and it is held in position by a turn of the tightening studs. It is made in 45, 69 and 86 lb. sizes, opening 3¾, 6 and 7¼ inches, respectively. The steel faces of series of the 45-lb. size, which is No. 429, are milled and fitted to the jaws and are renewable.

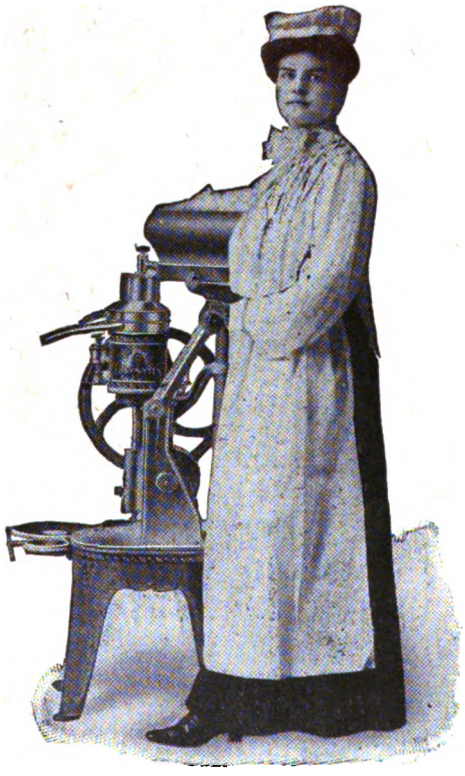


"PARKER'S" DOUBLE SWIVEL SEMI-STEEL VISE.

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"Illinois" Dairy Separator

The American Hardware Mfg. Co., Ottawa, Ill., are offering the trade the "Illinois" Dairy Separator, illustrated. It is the new 1908 model ball bearing machine. The frame is the same box pattern which has been so successfully used by this firm in the past. All horizontal shafts run in ball bearings packed in vaseline. The makers state that actual experience has shown the ball bearing to be superior to steel or bronze bearings. The frame is of proper height for easy operation, strong and rigid, all high speed mechanism, such as



"ILLINOIS" DAIRY SEPARATOR.

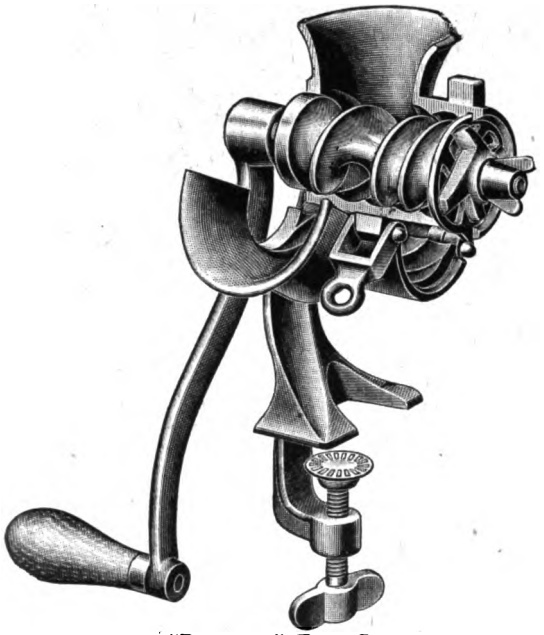
worm, worm wheel, safety clutch, etc., and are carefully incased, thereby excluding dirt and dust and lessening the wear of the Farm Dairy Separator. All bushings, shaftings and bearings are of high grade material, developed by long experience and adjusted so that a minimum quantity of oil is required. Every part of the Separator is made by machinery especially designed for the purpose, which insures uniformity and accuracy. The turbine disc bowl used is not easily thrown out of balance. The full milk enters the bowl at the top, passes to the bottom and is then distributed through the discs, and in this way the milk is subject to several distinct separations. This bowl turns easily when separating, and, in fact, easier than when empty; it skims clean, as there is no interfering with the skim milk or cream currents during separation. The turbine disc performs at the same time another form of separation of great value to the dairy; it takes out all of the filth, all of the bacteria, and all foreign matter that gets into the milk, no matter what degree of care is exercised in the milking. The manufacturers refer to the turbine disc bowl as being recognized as the best known principle of cream separation. There are no sharp angles to break up the butter fat globules, and as the cream comes out of the Separator it is not churned into froth. This is because of the turbine disc. It is churnable cream—cream from which butter is made—that commands the highest market price. A milk and cream tester proves that the separation is complete. The safety grip clutch which this machine has assists the operator in starting the machine, for by working the crank as a pump handle until the bowl is very near full speed separation can be started quickly. After the milk has all been separated, and just as soon as one stops turning the crank, not only the crank stops, but all the gears on the machine cease to revolve and the bowl only continues to revolve until the momentum ceases. The operator can stop turning at any moment he wishes, as all gears and shafting stop the moment the crank stops; this eliminates the source of danger in a hand separator. The worm wheel and worm run in a continual bath of oil, for the waste oil from the feed cups run into this worm wheel reservoir. The worm is distinct and separate from the bowl stem; it is enclosed in a casement, where it is in mesh at all times with the worm wheel, so that it cannot get out of order, and where no dirt, dust or sand can reach it. The worm is fitted with two phosphor bronze bushings, so that it is always in position with the worm wheel, which gives it durability. The worm wheel is much heavier than is usual. The Separator gives clean skimming, is so easy running that a ten-year-old boy can readily operate it; it is durable and easy to clean. It is built in three sizes, Nos. 4, 5 and 7, with capacities respectively of 350, 500 and 650 pounds of milk per hour. Our pulley power attachment can be fitted to any one of these sizes, if desired, at a slight additional cost. A change from hand to power can be made instantly.

The Bristol Co., Waterbury, Conn., has come under the control of Prof. William H. Bristol, 45 Vesey street, New York. The main office of the Bristol Co. will be continued at Waterbury, with branch offices in New York, as above, and also at 114 Liberty street. The combined lines of both concerns now give to the new owners a very complete line of Recording Instruments for pressure, temperature, electricity and for a large variety of other applications. "Bristol's" Steel Belt Lacing will continue to be made as heretofore.

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"Russwin" Food Cutter

The Russell & Erwin Mfg. Co., New Britain, Conn., with New York branch at 94 Lafayette street, are offering the trade the "Russwin" Food Cutter, illustrated. It is of simple construction, being practically in two parts, the case and roll. The case is hinged in the middle, permitting the roll, with the cutter and disk attached, to be removed bodily. These parts can then be taken apart for cleaning. The case can be opened wide and easily rinsed and wiped; the roll, cutter and disk are readily freed from any particles of food which may adhere to them. The gutter below the case conveys to the dish any juices which may escape and prevents their dripping. Four knives are supplied with each machine—to cut coarse, to cut fine, to pulverize and to make nut butter. Substitution of one for another can be made without taking the



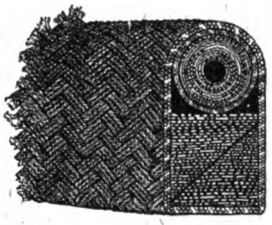
"RUSSWIN" FOOD CUTTER.

cutter apart or removing its contents. Any article of food which can be cut with the chopping knife can be minced with this machine more quickly, quietly and thoroughly. The knives cut the food and do not tear, grind or mash it. Working against the steel disk they sharpen themselves and so constantly preserve their edge. The cutters are nickel-plated and all other parts of the machine, except the disk, are heavily tinned: Three sizes of Cutter are supplied, Nos. 1, 2 and 3, cutting, respectively, two, three and five pounds per minute. Each machine is packed in a pasteboard box, and six to the case.

Crescent Tool Co., Jamestown, N. Y., are distributing their new catalogue of Pliers, forged from hammered crucible steel.

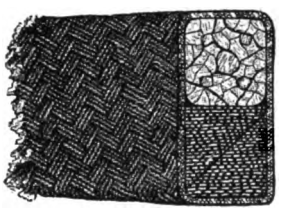
"Samson" Diagonal Packing

The Revere Rubber Co., Boston, Mass., and New York City, have recently placed on the market the "Samson" Diagonal Packing, illustrated. It is made in two styles, High Pressure and Low Pressure. This Packing possesses advantages peculiar to itself. The



"SAMSON" HIGH PRESSURE DIAGONAL PACKING

Diagonal wedges are cut from a point off the corner which insures greater strength in the wedges. The lubricating feature of this Packing is unique, being of a plastic nature, and is placed within the woven cover that surrounds



"SAMSON" LOW PRESSURE DIAGONAL PACKING.

the cushion as well as the extreme outer cover. The Low Pressure Packing is made with a cushion of braided flax, each strand of which is plumbago treated, which is claimed to be a decided improvement over the old style of twisted hemp. The company are recommending this Packing primarily for pump service, although the High Pressure will be found very efficient on steam piston rods. Samples will be sent to any interested dealer.

The Kilborn & Bishop Co., New Haven, Conn., in catalogue No. 5 show their line of Hardware specialties, which comprise Box Openers, Cape, Cold, Floor and Plugging Chisels, Linemen's Climbers, Pliers and Nippers, etc.

Russell & Erwin Mfg. Co., New Britain, Conn., and 94 Lafayette street, New York, have ready for distribution price list No. 7, which applies to their catalogue No. 9. The various changes in discount, etc., harmonize with the reductions in builders' Hardware made in January last. The book contains 277 pages and has the new goods brought out since the last price list was published.

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"Kahn" Fireless Cooker

The Fireless Cooker Co., 92 State street, Boston, Mass., have now ready for the market the "Kahn" Fireless Cooker, illustrated. Since the first models were brought out several improvements have been made, including change in the shape. This article, when understood, will relieve the housewife of a considerable amount of work in the kitchen, especially during the summer season, when a heated kitchen is the most uncomfortable



FIG. 1—"KAHN" FIRELESS COOKER.

place in the whole house. The underlying principle of the Fireless Cooker is retained heat. Food to be cooked in a Fireless Cooker is first heated on a stove, over a gas burner or alcohol stove, or otherwise, for a time much less than usually required in roasting, cooking or steaming in the ordinary way. Fig. 1 shows the general appearance of the Fireless Cooker, clamped, and in use. The

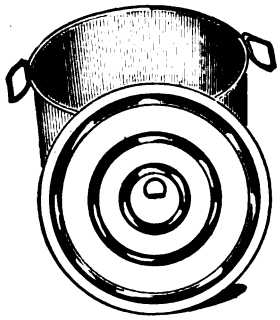


FIG. 3—INNER RECEPTACLE.

outer casing is of sheet metal, in a neat black finish with gold bands. The inner lining is of heavy tin. Between the two is a non-conducting material, which completely surrounds the Cooker. It is somewhat similar to the insulating features of a refrigerator. The various inner receptacles are placed within the Cooker and the cover clamped on, making it air-tight. Fig. 2 shows the cover removed and the general appearance of the Cooker with heat-retaining wall. The outside pail is never put on the stove. Fig. 3 shows the largest of the inner receptacles with its metal cover. It snugly fits inside the Cooker or pail. Fig. 4 is the receptacle that holds the hot water which is put within the inner pail, Fig. 3. Fig. 4 has a rest on which is placed

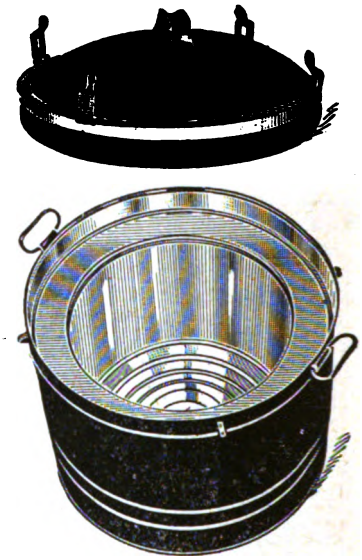


FIG. 2—COVER, AND INTERIOR VIEW.

the pail which contains the food. The inner receptacles containing food are first heated over a stove, the time varying according to the articles. Rice requires but five minutes initial heating before being transferred to the Cooker. A roast of beef or a chicken is likewise given initial heating on a stove or over a burner, the time required varying; a 12-lb. roast took 7 minutes for searing, then 15 minutes within one of the closed inner receptacles while over a stove, and then was quickly transferred to the Cooker. The total

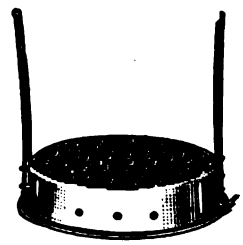


FIG. 4—REST ON WHICH RECEPTACLE IS PLACED.

time required for the stove heating was 22 minutes and then was left in the Cooker for three hours. No further heating is required as the food can be at once served for the table, being thoroughly cooked or roasted when taken from the Cooker. The manufacturers claim that by reason of their patents the "Kahn" Cooker is the only one that can be used for roasting.

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Food may be cooked by steam or by the dry process. If by steam, water is placed in the steamer, and a rest put in bottom, while the food is in another inner cooker. After boiling on the stove for a few minutes, it is quickly transferred to the outer vessel or Cooker, and immediately closed. In view of the fact that there is no evaporation of the water and no escape of heat, the cooking process continues the same as if on the stove, only in a less intense manner. By means of the triple casserole cooker three different methods of cooking can be done simultaneously. Boiling, dry cooking and steam cooking may be conducted without in the least interfering with each other. The various foods receive the initial heating, and then each in its own compartment continues to cook by a separate process. Notwithstanding different lengths of time are required for the cooking of different foods, when done on a stove, it will be found that none of the food is overdone, but on the contrary will be juicy and properly cooked. There is no co-mingling of odors for the reason that the pressure of the heat force applies equally to all fibres of the food, preventing all escape. Nutritious juices are all retained. The noon-day meal can be prepared while the breakfast dishes are being put away, or the evening dinner can be prepared while the lunch dishes are being washed and put away, and when the Cooker is opened the meal is ready to serve. Where the Cookers have been demonstrated in the few stores where it has been introduced, it has at once taken well with the housewife, who can readily appreciate its labor and time saving features, as well as quickly reducing coal and gas bills.

The current issue of "Our Drummer," the catalogue of Butler Bros., New York, Chicago, St. Louis, Minneapolis, etc., is a book of over 350 pages. There are numerous price reductions throughout the book. "Specials" in various lines are given on colored pages. A comprehensive index at the end of the catalogue gives quick reference to any desired item.

Theo. L. Spiegelthal, 96 Reade street, New York, is manufacturers' agent and distributer of oil heating and cooking stoves, Screen goods, Lawn Mowers, Lawn Settees, Hose Reels, etc.

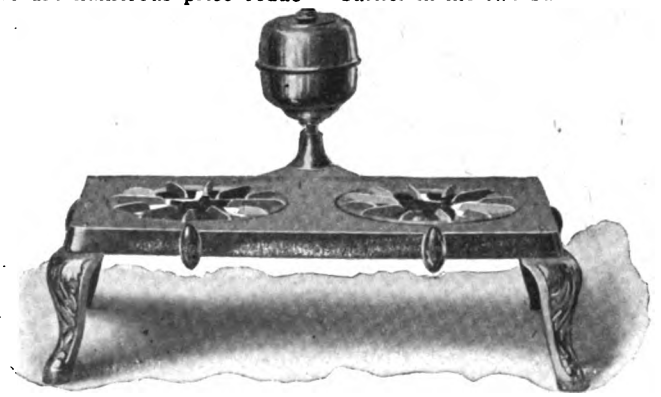
Sperry & Alexander Co. have removed to larger quarters and are now ready for business at 20 Warren street, New York. The store is but a few doors from Broadway, opposite City Hall Park.

The Clark Novelty Co., Rochester, N. Y., manufacturers of Brass Faucets, metal specialties, etc., have installed a nickel plating outfit and will hereafter do all nickel plating within their own plant.

Barthel Blow Lamp Co., owing to the rapid increase in business, have removed to more commodious quarters at 195 High street, Boston, Mass. The concern manufactures Alcohol Blow Lamps, Alcohol Stoves for household use, Kerosene Plumbers' Furnaces, Brazing Kerosene Torches, Gasolene Torches, etc.

"Lippincott" Alcohol Stove

A. C. Lippincott, Newark, N. J., is offering the trade the "Lippincott" Alcohol Stove, illustrated. The Stove shown has two burners, but one and three-burner styles are also manufactured. An important improvement in this style Stove is the burner, which is made of heavy cast bronze, with a number of heat conducting ribs projecting from it, and which greatly increase the efficiency and heating effect. The burner has been severely tested without any cracks showing and is fully guaranteed. One test consisted of plunging the burner several times in cold water after heating to a red each time. The middle burner of the three-burner Stove and the right hand burner in the two-burner construction are of a larger size than the others, for more rapid cooking. Mr. Lippincott makes a single and a double stove of copper, either nickel or silver plate, for high class trade, descriptive matter and prices of which will be sent upon request.

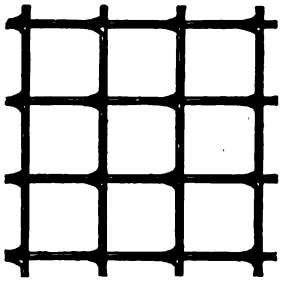


"LIPPINCOTT" ALCOHOL STOVE.

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"Buffalo" Galvanized Hardware Grade Wire Cloth

Buffalo Wire Works Co., Buffalo, N. Y., are manufacturers of the "Buffalo" Galvanized Hardware Grade Wire Cloth, section of which is illustrated. This Cloth is evenly woven entirely by power looms and galvanized by the "hot process," which thoroughly solders and fastens each and every intersection of the fabric and prevents same from rusting. This Cloth is regularly carried in stock in all widths from 24 to 48 inches, in 2-inch steps, but the makers are not inconvenienced to supply Cloth

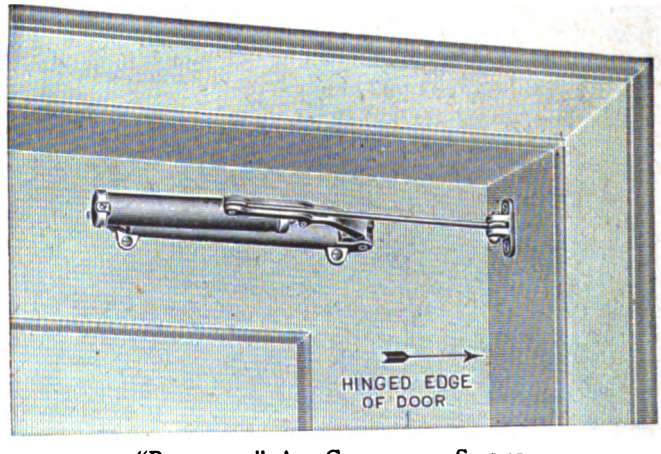


"BUFFALO" GALVANIZED HARDWARE GRADE WIRE CLOTH.

as wide as 72 inches, which can be woven up at short notice. Widths narrower than 24 and wider than 48 inches take on a small advance over the intermediate widths. The concern also make Wire Cloth of all metals and suitable for all purposes. Artistic metal work of all kinds, suitable for banks, office buildings, residences, etc., is another of their lines.

"Bardsley" Air Check and Spring

Joseph Bardsley, 151 Baxter street, New York, is offering the trade the "Bardsley" Air Check and Spring, illustrated. This Spring and Check has been gotten up for screen door use, and is to be applied on the inside of the door and to either hand of door. It is at present made in two sizes, the smaller, No. 1A, being suitable for screen doors of ordinary size and requires 3 inches of space, and the larger size, No. 2A, being suitable for heavy screen doors or ordinary interior doors and requires 4 inches of space back of the door. The parts swing on pivots and the pull on the spring being central and direct, there is a reasonable freedom from friction. The spring, which is of the round wire compression type and sufficient length to insure durability, is covered by the casing bracket on the door, and its strength is regulated by means of a screw at the outer end. Should a spring break, a new one can easily be put in. The plunger is a leather cup, and can also be easily replaced if necessary. The cylinder is brass and the two caps of pressed steel, the one at the outer end having a hinge joint formed on it at one side and on the outer side a U-shaped spring, through which passes the vent-regulating screw, and which holds the screw from shaking loose. The lever is of malleable iron and the back casing of cast iron. To free the Check so that the door can be removed, it is only necessary to lift the pin from the jamb bracket. It is neat in appearance and, being applied on the jamb side of the door, is not conspicuous.



"BEARDSLEY" AIR CHECK AND SPRING.

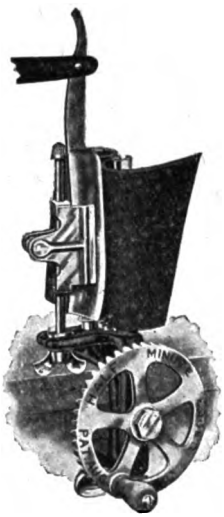
Weeks Scale Works, Buffalo, N. Y., owing to increase in business, have found it necessary to seek larger quarters, and are now located at 40 Goodell street.

H. W. Johns-Manville Co., 100 William street, New York, have brought out a booklet descriptive of Asbestos Wood, a fire-proof substitute for wood, slate, marble and fibre. Asbestos Wood is harder than ordinary wood and takes a higher polish. It can be worked by wood-working tools, and has a fibre strength of about 3,500 pounds. Nails can be driven into it with the same ease as in oak or maple, and it will hold screws better than ordinary wood. Thorough tests have demonstrated its fire-resisting qualities.

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Half-Minute Razor Blade Edges

The Half-Minute Edger Co., 320 Broadway, New York, are offering the trade the Half-Minute Razor Blade Edger, illustrated. It is designed to strop any razor, whether it be a safety blade or an ordinary razor. The blade is held rigidly in position by means of a rubber-covered clamp 1½ inches high, which has a stout steel spiral spring at back of clamp, which by pressure permits insertion of blade. The cutting edge should project beyond this clamp about ¼ inch, and for adjustment to accommodate the many widths of blades there is a travel of about ⅜ inch inward or outward of the vertical spindle 3/16x4 inches over all, which is fastened at any desired position by a thumb screw. This need be changed only for varying widths of blade. The two flexible stropping leathers are fastened at one side and



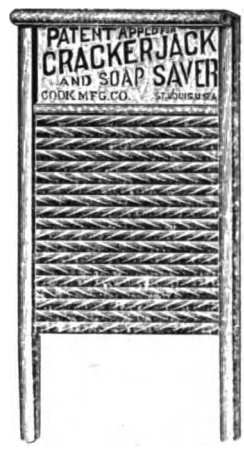
HALF-MINUTE RAZOR BLADE EDGER.

free at the other, laterally, 3 inches from top to bottom and biased so that the width of 3⅛-inch tapers to 2 inches. The leathers are of the same dimensions, but the bias on one is the opposite of the other, so that in operation there is a diagonal or sweeping motion which imparts to a razor blade a better cutting edge, but which for the novice in free hand stropping is difficult to acquire. The body of the Edger is an iron frame, maroon finish, with polished and nickeled working parts, its outer dimensions being 7 inches top to bottom. It can be fastened to table, shelf, etc., up to a thickness of 1⅜ inches. The geared flywheel 3 inches in diameter meshes at the bottom with a ⅞-inch diameter gear wheel, which in turn revolves the 5/32-inch vertical spindle, to which one of the stropping leathers is fastened. The other stropping leather, similarly mounted, is turned in the opposite direction by the gear of first spindle, so that both edges of the blade are simultaneously stropped outwardly. The directions given for stropping are to turn the wheel rapidly about forty times and then slow down to twenty or thirty final strokes to produce an excellent cutting edge. A cog shield at the bottom prevents any contact of razor blade with the spindle.

The Ohio Varnish Co., Cleveland, Ohio, have issued a little vest pocket size booklet, entitled "How," which is issued now and then. The first issue contains several pages devoted to a discussion of what constitutes Salesmanship, followed by interesting particulars about the company's varnish, "Chi-Namel." This booklet is supplied to dealers for distribution to salesmen, and a careful reading should give the latter considerable knowledge about the product advertised.

"Cracker Jack" Washboard

Cook Mfg. Co., 504 North Commercial street, St. Louis, Mo., are placing on the market the "Cracker Jack" Washboard, illustrated. The important feature about this article is that



.."CRACKER JACK" WASHBOARD.

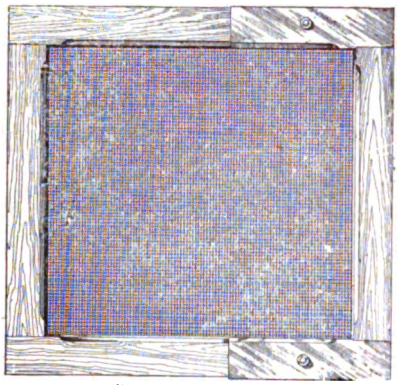
it is constructed entirely of metal. The soap saving device is simple and practical. The legs are 24x1½x⅝ inches, the soap board is 6x11 inches, and the rubbing surface 11x11½ inches. The bottom of the leg is lock seamed and the upper part of the leg is riveted to the rubbing surface. The soap board and the cable crimp rubbing surface are made of one piece. The entire Board comprises four separate pieces—two legs, rubbing surface and soap holder. The Board is made without rivets or solder. The back of the rubbing surface is braced with two galvanized rods, which are riveted to the legs. The entire Board is made of galvanized iron, 26 gauge. The Board, by reason of its construction, is clean, odorless and durable.

Holt-Lyon Co., Tarrytown, N. Y., in their latest catalogue show their line of Hardware specialties. These comprise "Holt's" Improved Dover Egg Beater and Cream Whip, "Lyon's" Cream Whips and Egg Beaters, Rug and Carpet Beaters, Self-Adjusting Flue Stops, etc.

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"Worthington" Lift Screen

Worthington Roller Screen Co., Baltimore, Md., are offering the trade the "Worthington" Adjustable Lift Window Screen, illustrated. It is a made-to-order Screen, and four sizes will screen any window to a fraction of an inch from 22 to 46 inches. The Screen is made of highly finished hardwood, golden oak



"WORTHINGTON" ADJUSTABLE LIFT WINDOW SCREEN.

or imitation mahogany. The cloth is of a special treated linen mesh, waterproof, and consequently will not rust, and its life is claimed to be longer than that of regular wire. It is not affected by salt air or sulphur. It is neat in appearance and is an ornament to any window. The construction is so arranged that a new cloth can be fitted at a trifling cost. It is adjustable 6 inches.

The Success Mfg. Co., Gloucester, Mass., in a new catalogue show their line of "Success" sheet metal goods. These include an All-Steel Refrigerator, All-Steel Ice Chest, Ash Sifters, Nursery Washer, Elevating Clothes Dryer, Sanitary Garbage Receptacle, All-Steel Medicine Cabinet, etc.

The Monte Wrench Co., Shelbyville, Ind., have succeeded to the business of the Vandegrift Mfg. Co., manufacturers of Agricultural and Pipe Wrenches.

The Standard Mfg. Co., Shelby, Ohio, in their latest catalogue show their Double Acting Spring Hinges, which are applied to doors and put in floors.

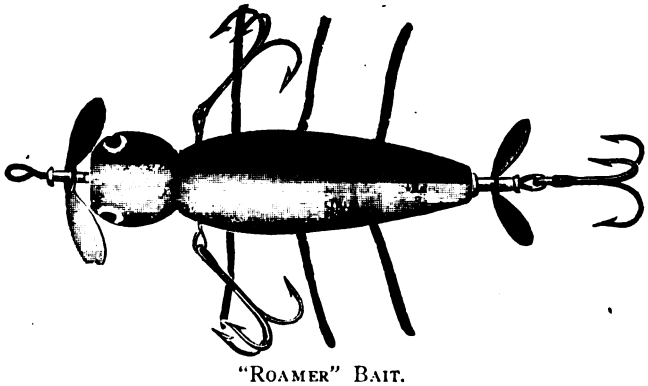
The Kelly Axe Co., Charlestown, W. Va., notified the trade the middle of last month that all prices on Chopping Axes were withdrawn and that an advance has been made on same.

A. J. Smart Mfg. Co., Greenfield, Mass., in catalogue No. 1 devote all the pages to their line of Taps. The company are also makers of Dies, Screw Plates for Bolt and Pipe Threading, Die Stocks and Tap Wrenches.

J. Stevens Arms & Tool Co., Chicopee Falls, Mass., have brought out another and later edition of their abridged catalogue, which is pocket size. The dealer's imprint will be made, provided the dealer will pay the transportation charges. These booklets are well adapted for circulating by mail or distribution from the counter. A new lot of "Stevens'" card targets are now ready, and one is included with each box containing a "Stevens'" Rifle.

"Roamer" Bait

Joseph E. Pepper, Rome, N. Y., is offering the trade the "Roamer" Bait, illustrated. It is a floating bait that has white legs that are always working when in the water, thereby attracting the fish. It works and looks lifelike. It can be used for casting or trolling, and is said to be especially prolific of results when used near lily pads where bass lie. It is made up in different color combinations varying from a yellow and green head, with white and yellow belly, green back and green tail, to a yellow head, white belly and back and a yellow tail. Other styles are either all white, yellow, aluminum or red. Triple hooks are secured on either side of the Bait near the head and there is also the triple hook at the tail. Spinners are provided at head and tail of Bait.



"ROAMER" BAIT.

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NATIONAL RETAIL HARDWARE CONVENTION

The annual convention of the National Retail Hardware Association was held at St. Louis, March 24, 25, 26 and 27. There was a good attendance of delegates and most interesting sessions were held. President S. R. Miles, Mason City, Ia., presided. The entertainment provided by the St. Louis Hardwaremen was of a character long to be remembered by those fortunate enough to be participants. In his annual address, President Miles gave a résumé of what had been done along the line of catalogue house work during the past year. In speaking concerning the parcels post agitation, the speaker stated that, in his opinion, the reason so many of the daily newspapers gave space to articles favoring the scheme was because of their department store advertising, houses which, as a class, are supposed to be in favor of the scheme. Local Hardware merchants should make an earnest effort to see the editors of their local papers and have them study up both sides of the question, and then get the publication of articles from the side of the Hardwareman. Such a plan, if consistently followed out, will have a tendency to mould public opinion against the Parcels Post movement.

The catalogue house question is a constantly changing one, and the plan of work of the Joint Committee must, of necessity, be changed in order to meet these new and constantly shifting conditions. Concerning the making of exhibits at conventions, it was very evidet, although strenuously denied, that manufacturers in one line combined against making exhibits this year. In view of the great distance, it was suggested that the States on the Pacific Coast that were organized should encourage other States and territories to organize and to form a Pacific branch of the National Association. Without in the least outlining what his successor in office should do, he suggested it would be a wise plan to get in closer touch with organizations in other lines. In the work against the Parcels Post, it was shown that the Hardware trade was practically the only ones opposing the measure. Reference was made to the Mutual Fire Insurance feature. A very large increase should be made during the ensuing year in the number of policyholders in the various companies, and if the individual retail Hardwareman thoroughly understood that in paying premiums into the Hardware Mutuals he was placing money in his own pocket, he would soon take a different view of the matter. Running expenses are far less than that of a stock company, and all excess, amounting in some of the companies as high as 50 per cent. of the premiums received, are rebated at the end of the year.

President Miles said he could not refrain from stating that the Hardware trade is to be congratulated upon the number of its strong and influential trade papers; papers that, without exception, stand for all that is good in Association effort, and are guarding zealously and loyally the interests of the manufacturer, the jobber and the retailer; without losing sight of the interests of the consumer. The field is a broad and growing one. The speaker paid a high tribute to the hard-working National Secretary, M. L. Corey, who had worked hard year in and year out, and a very large portion of the credit for the success of the National Association is due to him.

Secretary Corey's Report.

National Secretary M. L. Corey, Argos, Ind., in his annual report gave details of the voluminous correspondence that had passed in and out of his office during the year. He stated that Texas was the only State east of the Rocky Mountains that was organized that was not affiliated with the National. He believed that it would be a very advantageous thing to have a conference in November of all the State secretaries. The attempt was made last year, but no date acceptable to all could be found, and so the idea was given up for that time. Future State conventions will doubtless have added drawing cards so that all members will feel well repaid for the time and expense involved in attending their State conventions. The harmonious relations between the three National Hardware organizations continues and increases with each year. The financial report showed a balance of over $8,400.

Election of Officers.

President—A. T. Stebbins, Rochester, Minn.

First Vice-President—C. H. Williams, Streator, Ill.

Second Vice-President—H. L. McNamara, Janesville, Wis.

Secretary—M. L. Corey, Argos, Ind.

Treasurer—Frank A. Bare, Mansfield, O.

Executive Committee—Officers, and Nathan Roberts, Omaha, Nebr.; John G. Ferres, Johnstown, N. Y.; L. C. Abbott, Marshalltown, Ia.; F. Alexander Chandler, Boston, Mass.

After the convention adjourned there was a meeting of the State Secretaries, under the leadership of that hustling Secretary, Frank A. Bare, Mansfield, Ohio, a very important and practical work. Dates were arranged for the 1909 annual meetings of a number of the States, and other important matters were fully discussed, being largely executive in character.

The officials of the National organization deem it wise to give less publicity to the work that is being done to combat catalogue house competition, but the various committees have been doing energetic work. It was considered a movement of caution to be some-

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what conservative about the distribution of dividends on the Mutual Fire Insurance policies until a substantial surplus had been accumulated, to provide against any possible disaster in the future.

Among the resolutions adopted was one to the effect that the National Retail Hardware Association, representing thirty-five organized States, place themselves on record as being in favor of the enactment into laws of the following bills:

A national pure paint law.

A national pure seed law.

A national good roads law.

A national development of Atlantic and inland waterways.

For the better preservation of our forests.

For honesty in advertising.

In the way of entertainment, an abundance was provided for the delegates and the ladies that were in attendance. Trolley and carriage rides, theatres, receptions, luncheons, visits to various interesting parts of the city, including the Hardware houses of the Norvell-Shapleigh Hardware Co., Simmons Hardware Company, Witte Hardware Company, etc. The banquet was well attended and there were a number of excellent speeches made. Among the speakers were: S. Norvell, who represented the Mayor of St. Louis; retiring president, S. R. Miles; W. S. Wright, Omaha, president of the National Hardware Association; Julius C. Birge, of St. Louis; H. T. Kent.

E. C. Simmons on Salesmanship

E. C. Simmons, the founder of the Simmons Hardware Co., St. Louis, gave a very interesting talk on "Salesmanship," which follows:

He first called attention to the fact that the sales of the Hardware jobbers of St. Louis are more than the combined sales of all the Hardware jobbers of New York, Boston, Philadelphia and Baltimore. Turning to the topic, the speaker said: "This subject has been so talked and written about in the last five years, and so frequently the subject of papers and addresses, that I feel it has been threshed out until there is but little, if anything, now to be said about it. I regard good salesmanship as of the first importance in the conduct of the retail Hardware business. Here let me say that I will treat on salesmanship both of wholesale and retail houses, and I may mix them up a bit, as I have had experience in both, and they are so interlinked in the same qualities that one can hardly speak of one without reference to the other. Salesmanship is the most important factor in the successful conduct of the Hardware business. The best evidence I can give of the sincerity of this statement is the fact that during all of the time that I actively managed our business I gave most all of my time to the selling of goods. When it came to the buying, I would do that largely on honor of the man I was trading with, and make short work of it, I assure you, so that I could get back to the selling end of the business as quickly as possible. I remember once buying a bill of Pocket Knives of Mr. Graef, who afterwards said that I bought over 4,000 dozen assorted Pocket Knives in less than 30 minutes. Let me say in passing that my experience in trading "on honor" with manufacturers and their salesmen was always satisfactory, for never did one of them betray the trust I put in him. Don't draw the conclusion from what I have just said that I do not regard the buying end as important, for I do. The stock of goods you have to sell is the foundation stone of your business house, and we all know that unless our house has a good solid foundation, the floods and winds will soon destroy it; but I mean that the buying is, so far as price is concerned, far less important than the selling, for I take it that the difference in price on articles of equal, or nearly equal, value is not 5 per cent., and therefore of far less importance than the selling end. The old adage that "goods well bought are half sold" is obsolete, and is to-day misleading; goods should be well bought, but, if so, it does not necessarily follow that they are half sold. It requires brains, tact, good nature and diplomacy to sell them.

In a recent address that Mr. Norvell made in this city, before the Retail Hardware State Association of Missouri, he referred to a number of men who had prospered and become pronounced successes in the commercial world, who had been connected with our house, and he named R. H. Stockton, J. E. Pilcher, C. D. Smiley, J. K. Smith, H. M. Meier and C. H. Markle, and to this list I would add, as a noteworthy example, the name of Saunders Norvell. All of these men prospered, and have taken a front rank among commercial men. To these names should also be added that of my late and always deeply lamented partner, Isaac W. Morton, who was a bookkeeper and then a salesman for us before he became a partner of the firm and afterwards an offcer of the corporation. I have named those gentlemen for two reasons: First, because it makes me happy to have it said that so many men profited and succeeded in such large measure by the association with our house, and, second, because I want to impress it on your minds that those men were all salesmen, and that their success in life is due to the fact that they were good salesmen. Speaking of the wholesale business, a good road salesman is the most independent man engaged in the business. His wares (and by that I mean his salesmanship), are always in demand, for during all the time of my active direction of the business I never had a man who applied to me, and who impressed me as a "cracker-jack" salesman, get away. No matter how full we were, or how dull business

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was, I always engaged him, and never failed to do so in one single instance.

The qualities of a salesman have been so often written up that it seems superfluous o recite them, but in simple language I would say he must be "As wise as a serpent, and as harmless as a dove." He must have capacity, health, industry, integrity, and be an early riser. Just why he must be an early riser I can hardly explain, except that the head is clearer and one is able to plan better by early rising than otherwise; but this I do know—that all of those men whose names I have mentioned as being very successful salesmen have been early risers. Industry is essential, because no man can possibly succeed in large measure in the Hardware business—wholesale or retail—unless he is a worker. It is a business of such great detail that he must work hard, real hard, or go to the "financial graveyard." Health is necessary to enable him to do the work required, and integrity must possess him, because if he is untruthful he cannot command the respect and confidence of customers, and without that his success will be small. To these qualities must be added tact or diplomacy. He should never contradict a customer—it never pays—one may differ pleasantly without contradicting. He should be a good mixer, and cultivate such habits of thought and conversation as will make him a welcome guest wherever he goes, and the better posted he is on general topics outside of his business, the more welcome and the more successful will he be. I would impress upon your minds the great value of good "small talk" properly applied as a most important help to any salesman. I mean this to apply to the retail salesman, as well as the road man representing the jobber.

I am often asked if a good retail salesman will necessarily be successful as a wholesale salesman. I say most emphatically No—not necessarily. The fact that he has been a good retail salesman is greatly in his favor, but I have known many good retail salesmen to make absolute failures as road men. The qualities required are different. The customer who comes to the retail store has a distinct want—he asks for some given article that he needs, and it is then up to the salesman to sell it to him, and to sell something else if possible before the customer departs. But with the traveling man it is quite the opposite. He enters a man's store, and is told at once, "There's nothing doing," "Don't want a thing this time," etc. Then is when the master mechanic salesman gets in his work, and convinces the merchant he does want something, and before he leaves he has booked a handsome order from the man who didn't want a thing. It's a contest of intellect; a triumph of mind over mind, which requires brains of an experienced and high order—it's no boy's work I assure you.

WHAT CONSTITUTES A TRAVELING SALESMAN.

My favorite definition of a good traveling salesman is "one who helps his customers to prosper," for if the retail merchant does not prosper, how impossible it is for the jobber and his salesmen to prosper. The interests are so interlinked that they are identical. Hence, I say that a salesman who is not truthful, or who does not try to do his level best for his customer at all times and under all circumstances, or who is tricky or guilty of sharp practices, is a fool. A salesman must be a man of good habits to succeed. The day has gone by, thank God, when treating or taking a man out to get a drink, was in vogue with desirable merchants; but just why a retail merchant will continue to give orders to men who get drunk and have other bad habits, I cannot understand. A few years ago, I was talking with a merchant who divided his trade—giving one-half to our man, and the other to an eastern man—who was notorious for being under the influence of liquor. I said to him, "Don't you get as good service, as low prices, and as good goods from us as you do from the other party?" He said, "Yes, and I get quicker and more complete shipments." I then said, "Why do you put these two men on an even basis? This man has been for years coming to you under the influence of liquor; my man never has, because he does not drink, and besides he is a perfect gentleman from his toes to his head." "Well, the other party is a good fellow." "Yes," I replied, "but my man has always been upright, sober, truthful and painstaking to please you. Are you rewarding him for his good qualities? I think not." He replied, "Well, I never thought of it that way, but I believe you're right, and if that other man doesn't stop drinking I will quit him and give your man all my business." Now, I think there is too much of this "good fellow" sort of business, and that you ought not to give your orders to men whose habits and character do not command your respect. If a man is not worthy, turn him down, and patronize the worthy salesman, and in that way compel the house to send out good men and men of high character.

SALESMAN MUST KNOW GOODS.

In the Book of Proverbs, Solomon says: "The principal thing is knowledge; therefore, get wisdom." There is no line of business in which this is more important than in Hardware, and I would impress it, with all the emphasis I possess, upon every man within the sound of my voice to-day, and if haply these remarks should be published in any trade journal, upon all Hardware merchants and their clerks who may read them—to know your goods—to learn if they are good, why they are so, and how one article is better than another, that you may with a clear conscience recommend and guarantee them and sleep

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sweetly afterward. Are you willing to pay the price of success? That price is study and labor—work—plenty of hard work. You all like to buy of the salesman who knows his goods, who is posted both as to prices and quality, who can quote you the principal items offhand without thumbing his catalogue and keeping you waiting. If this be true, as I am sure it is, are not your customers like-minded? Do they not want to be waited upon by people who know what they have and the merits of same, as well as the price. When I sold goods the greatest want of all in retail Hardware stores was salesmanship. A good salesman (whether proprietor or clerk) was a great rarity. Since then this is greatly changed; most all successful retail stores have very good salesmen, and many proprietors take great pains to teach their clerks the general principles of salesmanship. One of the best salesmen I ever knew gave me this reply to my question as to what he considered of first importance in selling goods, "Know 'em and Show 'em." There's a whole sermon in these five words. Know your goods and show them intelligently. I recall an incident of only a few years ago when I went into the store of one of our customers and found him on a ladder counting or taking stock of his Tinware. He greeted me with "Good morning," and kept on with his work. That was all right, but a few minutes later two ladies entered and he called down to them from his ladder, "Well, what is it this morning?" One of the ladies said, "I want a six quart Granite Milk Pan." He replied, "We haven't any," and kept on counting his tinware and the ladies went out. Such a merchant can never succeed; this man failed within two years. Perhaps you will say I am taking an extreme case and no such things exist at present. Perhaps not. This was 10 years ago, and merchants are better educated—more polite, tactful and resourceful now than then. I believe this is true, and largely due to the benefits from membership in your State and national associations. Long may they live and prosper! I have always been in favor of them and consider them a great benefit to each and every member, because you come together in the most friendly spirit and learn from each other how to improve your business and to conduct it more profitably and successfully.

ENCOURAGE GOOD MEN.

I believe that our house was the "pioneer" in establishing the principle of paying salesmen all they are worth, demonstrated by results, which has been copied (substantially) by every other jobbing Hardware house in this country. I don't believe in cheap men for salesmen. If you get a good man or the "makings" of a good man, develop him; encourage him; pay him all he is worth. Don't wait for him to ask for it—volunteer it, but do it on the basis of payment after the service has been rendered. Encourage the sale of good goods rather than cheap goods. They are the cheapest in the end and will give greater satisfaction and also pay you better profits. A good hand saw is cheaper at $2 than a poor one at 50 cents. If a party buys of you something "cheap" that proves unsatisfactory, he will always remember you or your store unpleasantly and never think of the price or how cheap it was; whereas, if he buys a good article that is absolutely satisfactory, he will not only remember you pleasant, but will speak a good word for your store and recommend his friends to you "because you keep good goods."

When I say "try to sell good goods," I don't mean that I would not keep any cheap or low-priced goods, for I would, just to show I had 'em but, mark you, I would keep them, not sell them, so far as was possible. I would show the cheap goods first, where it seemed policy to do so, but would say, "Now, these are cheap goods and I cannot recommend them, but I have something here—producing the better goods—that I can swear by and guarantee in the strongest terms possible."

GOOD SALESMANSHIP EXEMPLIFIED.

Here let me give you an incident that occurred in Florida about a year ago. I was in the store of one of our best and most intelligent customers, when two men came in (evidently carpenters) and asked for a hand saw. The clerk took out two standard brand saws and laid them before these two men, but said nothing. One asked the price, and the clerk said, "$1.50 each." then silence ensued again. "Have you any others?" said the carpenter, and I motioned to the clerk to show another kind he had on the shelf, which he did. I then stepped up and said, "My friend, I know that to be one of the best hand saws in the world." I took it and "snapped" the blade; then I rung it with my finger tips, and said, "If you buy this you will never regret it." "What's the price?" said he. I answered, "$2." "Whew! I couldn't give $2 for any hand saw on earth." I said, "All right; I took you to be a good carpenter who wanted the best tools." He responded, "I am. I'll give you $1.50 for it." I said, "No; $2 is the lowest price." He said, "Well, I'll compromise it, and give you $1.75 for it." I said, "Not on your life; nothing less than $2 will buy it." He then said he wouldn't buy a Saw, and started for the door, so I called to him, saying, "If you buy that saw you will like it so well you will take it to bed with you every night; and more than that, you will kiss it before you put it in bed. Don't forget it is sold on the basis of 'money back if you don't like it.' You run no risk." He said, "Well, I'll take it; wrap it up." When they had gone I called the clerks together and explained how this man had made a profit of $1 for the house, instead of about 35 cents, as he started

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out to do, and the way for them to earn good wages was to sell good goods at good prices. Three days later this carpenter came in and bought another saw of the same kind, paying $2 for it, to take to a friend, who was working some 60 miles up in the country, and stated that the other was the best saw he had ever owned or used in his life. I firmly believe that I transmitted to him, by good salesmanship, the confidence I had in the tool. This winter, when I visited them again, the proprietor referred to the incident, and said it had been a great benefit to his clerks, and they often talked about it.

Speaking of good goods, have you noticed how many failures there have been lately of the 5 and 10 cent stores and racket stores? Lots of failures since January 1. That class of trade cannot stand the pressure of hard times and empty dinner pails.

HAVE A CORDIAL GREETING FOR CUSTOMERS.

There are so many kinds of salesmanship I cannot attempt reference to any considerable number of them, but I earnestly recommend to you to meet and welcome—by personal contact—all of your customers when they enter your store. A cordial grasp of the hand and welcome: "How are you, John; how's the wife and babies; is the gray mare over her lameness yet, and how's the farm work getting on?" etc., etc.—is worth more than all the low prices you or your competitor have to offer.

A friend of mine started in business in Minnesota, and was not successful. He came to me and asked if I could tell him what was the matter. I replied, "I can't tell, but I will come up and look you over—maybe I can tell then." I did so, and found he was spending most of his time in his back office, figuring on how to buy something 2½ to 5 per cent. cheaper, and working on his books. I said: "Get out of this—get you a small flat desk—put it near the front door—greet all your customers—tell them you are glad to see them—ask what they want and then call a clerk to wait on them. What you lack is personal contact with your customers. You are trying to make 2½ to 5 per cent. in your buying, while you are losing 33 1-3 to 50 per cent. in the selling end." He followed my advice, and is to-day a rich man, and often says he never got a start until he put his desk by the front door.

I strongly advise you to do the same—there's nothing like personal contact. People want it—they expect it—appreciate it, and will have it. Don't, I beg of you, spend your time in your back office—keep out in front—mix with the people—welcome them—treat every person who enters your store as an honored guest, if you would succeed. That is good salesmanship of the highest order.

BRAINS IN SALESMANSHIP.

Take the case of one of the gentlemen whose name I have mentioned as having prospered by reason of being connected with our house—R. N. Stockton. He was a natural born salesman of the first-class; he sold a world of cutlery, chiefly pocket knives and razors, to druggists, and I never found out how he did it until after he had left us, as he never gave away his plans or methods to anybody. It was this: He learned all about tooth brushes, how they were made, what bones for the handles, where the bristles came from, how bleached, how glued in, etc.; in fact, all there was to know about tooth brushes. Then he would go into a drug store, leaving his cutlery samples by the door, ask for the proprietor, and if in he would say: "I want to buy a tooth brush." Then he would talk tooth brushes so intelligently that he would get the merchant interested by telling him a lot of things he didn't know before; then he would buy a tooth brush, thus putting himself in the attitude of a customer. Then his real work would begin, for he would draw from his pocket a sample of razor or pocket knife and say, "I've got something here I want to show you; you haven't anything like it and it's a great seller." And from this he would get a start, and then bring up his samples and end up with a fine cutlery order. That is what I call brains in salesmanship.

When in Minneapolis last September a customer of Hurty-Simmons Hardware Company told me this story: A farmer near him, who was exceedingly close but scrupulously honest, and who had the catalogue house habit, came to him to buy a draw knife, and on asking the price of the best knife the merchant had, was told 90 cents. He threw up his hands and said he would never pay that for he could send to the catalogue house in Chicago and buy one for 25 cents. The merchant argued with him about quality, but to no avail, and he did send to the catalogue house and got one. When it came the merchant was posted, as he devised means to keep himself apprised of the arrival of the draw knife. A week or two later he drove out to this farmer's house, took him the daily paper, had a little pleasant visit and then asked to see the draw knife. After looking at it and finding it wretchedly bad, he said: "Mr. ———, will you do me a favor? Let me loan you what I call a real good draw knife for a week or two. I don't think you know how they have improved those goods lately." The farmer said, "Yes, I will; some day when I am in town I will get one from you." The merchant said, "I have one in my buggy, let me leave it," and he did so. The result was that in a short time he came in and asked the merchant to trade draw knives, and let him pay the difference, which was done. The merchant says the farmer is, to a large extent, cured of the catalogue house habit. That merchant was a salesman sure.

Some people say that salesmen are born, not made. I don't believe it. Almost any intelli-

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gent man can succeed as a salesman if he is possessed of good health and habits, is honest and truthful, and is willing to pay the price, which is work, work, and real hard work. Pardon the repetition in reference to work and my dwelling upon it, because it is my confident belief that unless a man is a "worker," he had better never enter the Hardware trade. It is all well enough to have ambition, but to gratify that you must pay the price.

COLLECTIONS VERY IMPORTANT.

Before closing I want to take advantage of this opportunity of speaking to you on one of the most important parts of your business, and a feature that I believe is sadly neglected by many retail Hardware merchants, and that is to collect promptly. Under the date of December 31, 1907, I received the following letter from one of our very good customers, in which he said:

"On January 13, 1902, you wrote us, in response to our letter asking you to give us some advice and tell us how to conduct our business (which we were then just starting) successfully, and you replied, 'Be good collectors.' This may seem like a small matter, but these three words have done more to give us courage than all the other advice we ever had.

"We reasoned it out in this way: If you thought that a wise policy and had been successful with it, it must be a good thing for us, so we put it into practice. The result is, we have taken advantage of every cash discount since our store was opened, and are worth twice as much as we were six years ago. We thank you over and over again."

I cannot speak too strongly on this subject. It is of vital importance. Never have I known any merchant to achieve any material success who was not a good collector.

Don't be afraid to ask for your money when it is due, because it is due. More failures have occurred in the last half century because merchants did not collect promptly than from all other causes combined. Do you think it well to put your judgment against such a record as that? I hardly think so. When I sold goods, the weakest spots in the conduct of the retail Hardware business were lack of salesmanship and not being good collectors. Perhaps it is so yet. Why not follow the example of the farmer, who sells his products for cash only? Why is his property or his farm product any nearer a cash article than your merchandise? I can't see why it should be, and yet it is. Did you ever hear of a farmer offering to sell his hogs, his calves, his grain or his chickens on six months' time? I think not, for certainly I never did, and yet if you will permit it, he willingly asks you to sell him your merchandise, which represents cash in labor and raw material just as truly as his farm products. If this meeting resulted in nothing else than the positive determination of each and every one of you retail dealers to become better collectors—in fact, good collectors hereafter—I should say the meeting would be a great success in the best sense.

R. W. Shapleigh, of the Norvell-Shapleigh Hardware Co., St. Louis, spoke on the topic, "Are Goods Well Bought Half Sold?" which will appear in a later issue.

Frank Baackes, vice-president of the American Steel & Wire Co., Chicago, made an address in which reference was made to the business depression and to the maintenance of prices. He believed the worst to be over; that good times had always followed a period of depression. He urged merchants to order goods as needed, as then any price fluctuations would not hurt. Labor must stand its share in the present liquidation. Do not be pessimistic, but be conservative.

C. W. Asbury, Philadelphia, president of the American Hardware Manufacturers' Association, delivered an address in the course of which he paid a tribute to the organization of the various State associations into the national body. He referred to some of the things with which the manufacturers had to contend in the way of proposed legislation, such as the anti-injunction laws, the reduction of hours for laborers, etc. He commended the mutual fire insurance idea. He advocated the members to give preference to standard goods of quality, as in that way they would always have satisfied customers.

Texas Hardware Jobbers' Convention

The annual convention of the Texas Hardware Jobbers' Association was held the 17th and 18th ult. A larger percentage of the members and a greater number of manufacturers' representatives attended this meeting than any previous convention. The following officers were elected for the ensuing year:

President—Chas. E. Nash, Fort Worth.

First Vice-President—E. A. Peden, Houston.

Second Vice-President—John L. Keith, Beaumont.

Secretary-Treasurer—R. F. Bell, Fort Worth.

Executive Committee—F. A. Heitmann, Houston; G. A. Trumbull, Dallas; W. L. Sanford, Sherman; R. L. Penick, Stamford.

The Mississippi Retail Hardware Association will hold its second annual meeting at Greenwood the 11th and 12th inst. P. E. Pegues, Winona, is president, and John E. Sommers, Clarksdale, is secretary-treasurer. There will be a Hardware exhibit in connection with the convention.

The man who sits and waits for success to come to him is generally anticipated by the one who goes out after her with a stuffed club.

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The National Association of Manufacturers will hold their annual convention the 18th, 19th and 20th inst. at the Waldorf-Astoria, New York City. The annual banquet will be held the last day. The conventions are largely attended each year.

The annual meeting of the Maritime Wholesale Hardware Association, St. John, N. B., will be held in July.

At a meeting of the Executive Committee of the Illinois Hardware Dealers' Association, held the 9th ult., at Springfield, it was decided to hold the 1909 annual convention at Springfield on February 17, 18 and 19, provided the large armory can be secured for those dates. There will be an extensive Hardware exhibition in the armory.

Arkansas Retail Hardware Association

The Executive Committee of the Arkansas Retail Hardware Association, of which Chas. E. Taylor, Little Rock, is secretary, has fixed on June 9, 10 and 11 as the dates for the ninth annual convention at Hot Springs. The Southern Hardware Jobbers' Association will meet at Hot Springs at the same time, and it is anticipated that there will be a very large meeting of the two associations in that city. It is hoped that the attendance upon both conventions will be record-breakers.

Carolina's Hardware Association

The officers of the Retail Hardware Association of the Carolinas have prepared a programme for the annual meeting, to be held at Wrightsville Beach, N. C., July 8, 9 and 10. An interesting meeting is promised. The officers include president, W. N. Everett, Rockingham, N. C.; first vice-president, E. Walker Duvall, Cheran, S. C.; second vice-president, R. H. McDuffie, Fayetteville, N. C.; third vice-president, W. H. Smith, Gaffney, S. C., and secretary-treasurer, Paul W. McLure, Greenwood, S. C.

Oklahoma Hardware Convention

The fifth annual convention of the Oklahoma Retail Hardware and Implement Dealers' Association will be held in the auditorium at Oklahoma City, Okla., July 14, 15, and 16. Indications already point to the event as being the most important since Oklahoma became a State. Particularly is this true, as many new laws are being enacted and the dealers will have to bring up many questions of legislation. Both business meetings and exhibits will be held in the convention hall, the meetings in the morning and the exhibitions during the afternoons. D. C. Patterson, Oklahoma City, is the energetic secretary of the organization.

Want Catalog and Price Lists

Early last month the Barrett Hardware Co., Joliet, Ill., were unfortunate in having a disastrous fire destroy their entire store. Catalogues, price lists, etc., are desired from concerns from whom they have been purchasing goods.

Herrick Refrigerator Co., Waterloo, Iowa, in catalogue 18 make a handsome presentation of the line of "Herrick" Refrigerators. Inside and outside icing, spruce and enamel-lined household and grocers' constructions are shown by fine engravings. General and sectional views give the reader an excellent idea as to the construction and finish, as the cuts are in colors. Quite an extensive variety are shown, as the book comprises 68 pages.

Robert J. Masbach, 80 Vesey street, New York, has issued a new catalogue of Peanut Roasters and Warmers and Frankfurter Boilers. The Roasters and Warmers are adapted to use charcoal or gasoline as fuel and can be furnished to burn gas.

Gregg Hardware Co., Detroit, Mich., have issued a catalogue of Builders' Hardware, Roofing, Mechanics' Tools, Factory and Contractors' Supplies, etc. It is especially gotten up for architects, builders and owners.

F. A. Myers & Co., Ashland, Ohio, recently sent a long letter to their force of travelers explaining the position and conditions of the company. The factory has been running full time with a full force since August last and advance orders have been booked that will keep the plant running full time until late in the season. Naturally, the concern takes this as being indisputable proof of the esteem in which the trade hold "Myers'" Pumps, Hay Tools, etc. Salesmen are urged to extra effort. The buying power of the consumers has not been disturbed to any extent, and therefore salesmen have been urging dealers to stock up with goods. From its many means for obtaining information the company state that good crops will be harvested and consequently there will be a good demand for their line of tools.

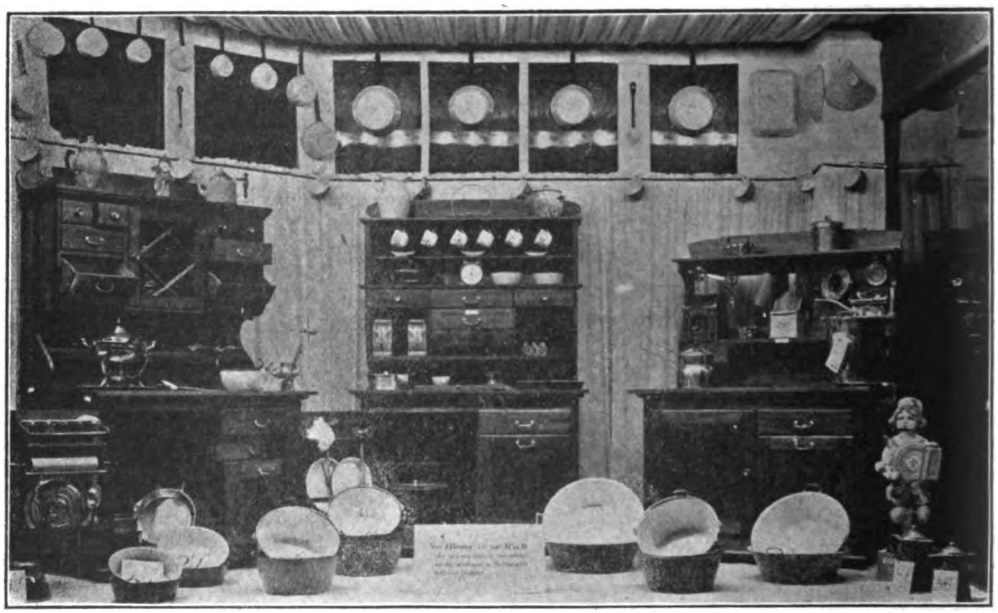
A Large Silverware Order

The Meriden Britannia Co., International Silver Co., Successor, Meriden, Conn., have recently secured a very large silverware order. The contract covers all of the silverware that will be used by the various railroads and steamships, as well as hotels and restaurants, comprising the so-called Harriman lines. At the present time these lines have over 200 dining, buffet and private cars, and in addition there are the restaurants, hotels and steamships. The lines have adopted a standard style or design in silverware, and the arrangement made will run a number of years.

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An Illinois Show Window

At the last convention of the Illinois Retail Hardware Convention there was a window display contest. E. N. Howell Hardware Co., Dixon, Ill., carried off first honors for the best window display made in towns having a population between 5,000 and 10,000. The display is shown herewith. Three kitchen cabinets are shown, and the assortment of kitchen utensils is quite comprehensive, both on the floor and on the wall. A chafing dish, percolator, teapot, pitcher, food chopper, double boiler, salt box, nutmeg grater, egg beater, egg separator, bread mixer, etc., are shown on the cabinets. A small figure of a child is shown in the lower right hand corner, wearing a small pail for a hat, and with spoon and cake pan in the hands, and other articles attached to the figure. This is a kind of display that will capture the eye of practically every woman—and perhaps some of the men.



KITCHENWARE SHOW WINDOW BY E. N. HOWELL HARDWARE CO., DIXON, ILL.

We Make a Fort of Hardware

Take for a background for your window a large sized packing case, nail two cleats across the bottom of the case on the inside, crossing the lengthwise boards near the center, only spaced a sufficient distance apart, to admit of the cutting out with a compass saw of a circular hole just large enough to take in a joint of stove pipe. Through this hole place a length of stove pipe. The box should then be placed diagonally across the back of the window and the protruding end of pipe given a downward dip and aimed as it were somewhat at one corner of the lower part of the glass front of the window. This pipe is intended to be in imitation of the mouth of a cannon projecting through the walls of a fort.

Now, inside the packing box, locate a shelf at a suitable height so as to conceal from view and hold an electric fan, which should be so adjusted as to emit its full supply of air through the pipe. Cover the front of the box with painted canvas in imitation of masonry, so as to have the semblance of a real fort. On the parapets of the fort can, if desired, be arranged suitable display of Hardware, but the floor of the window in front of the fort must be left perfectly free and clear from goods, in order to allow the cannon balls full play. For cannon balls secure a half dozen red or purple balloons such as are sold to children on the street.

Carefully let out the gas from these and inflate with air, retying the ends. Drop them carelessly in one corner of the window on the floor, so that the air from the pipe will strike them full force. A little adjusting of the pipe and fan may be necessary to obtain the correct results. Then turn on the electric fan, and the moment the air strikes the corner of the window in which the balloons or balls are located, they are set in motion and blown up and down against the glass of the window, ascending to a certain height, then dropping to the floor until the air again takes them up and they are once more driven hither and thither as it were if fired from the mouth of the cannon in hot succession. F. B. M.

Your show window is your best salesman or your worst foe, as you make it. It is the only means passers-by have of judging your store.

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DO SPECIAL SALES PAY?

Do Special Sales of from 1 to 10 Days Pay for Advertising Purposes?—Is it Better to Use Staples or Specialties?—Many Interesting Letters from Merchants Who Have Had Experience.

Live Sales With Staple Articles

We have not had very great success with special sales in a general way. However, we have had fairly good success with good live sales of staple articles, which we would consider the better for advertising purposes.

THE BRYAN HARDWARE CO.

Sales on Staples Give a Better Impression

We believe that special sales from one to ten days pay real well, especially in the country towns, as the country people cannot come to town on certain days, and that gives them a better chance to all get in at your special sales. In the cities we think that it is better to have one day only for special sales as people watch for them and are always ready to take them all in, especially the laboring class of people in the cities as they are always watching for bargains. Sometimes it is a good plan to use staple goods for a special sale, as it gives people a better chance to buy and they will buy staple goods that they do not need in order to have them when they do need them. Specialties are nice to have a sale on if you wish to advertise something new or make a special sale on some new article. We think that a staple article is the best to have a special sale on, as it leaves a better impression on the public, and they do not get the impression that you are trying to sell them something that is not good, nor something that they do not need.

If this is any benefit to any of our brother retail dealers we are glad to give them this information, as it is our experience.

PILCHER HARDWARE CO.

Have special sales run one or two days only. We use both staples and specialties, and with satisfactory results.

WOODRUFF HARDWARE CO.

A Very Good Means of Advertising

We beg to advise that we have never gone into special sales of from one to ten days for advertising purposes very thoroughly, and while we have never followed it up to an extent that we thought it was a paying proposition, we do believe that where special sales are put on at regular intervals, and kept up, with good attractive prices, that it is a very good means of advertising, and is a better paying proposition than a great many others.

BAILEY-DOWNING HARDWARE CO.

Have a Special Sale Every Week

Every week we have a special sale devoting one entire window to its display. We aim to sell items in season. For instance, this week we thought some people might begin house cleaning. We are selling step ladders for 59 cents, toilet paper and holder for 11 cents and pruning saws for trees.

We think it pays; we know it does. The writer had about seven years' experience with the largest retail store in Cincinnati. I am simply adopting their custom. A new customer sees the window display, comes in and purchases, many times buying other items also. And again perhaps they do not notice the window; they come in to buy something they need at once. If the purchaser is a woman she cannot walk the length of the special sale counter without buying. And, whether they buy or not, the window is a great advertisement. People notice the reduction, the number of different items, and decide it is the place to buy.

AN OHIO HARDWAREMAN.

Under Certain Conditions, Yes

We are not qualified to give an opinion as to special sales, as it is one of the ways of selling that we have never adopted. Would say, however, I believe, under certain conditions, and in certain locations, and if properly handled, such sales are advantageous, either on staples or specialties. A. H. ABBE.

Better to Cut Staples Than Specialties

I think it pays to hold sales periodically and slash staples. Staples are wanted and used by all prospective customers, and if they can effect a material saving they invariably take advantage of it. I believe this is the best for the reason that by offering the inducement to come to the store you get the man you want where you want him. Then by a proper display of your specialties he purchases more than he intended to and if the stock in general is in an attractive arrangement it indelibly impresses him that he can get so and so at this or that place. I believe that any advertising which brings the people out is good, and that's all you can expect from advertising. It is up to the merchant or his clerks to make it pay or otherwise. Advertising specialties may do, but I believe in trying to interest the majority, and staples seem to do that better than specialties. Then why take the big profits away by cutting specialties? A. B. KIMPEL.

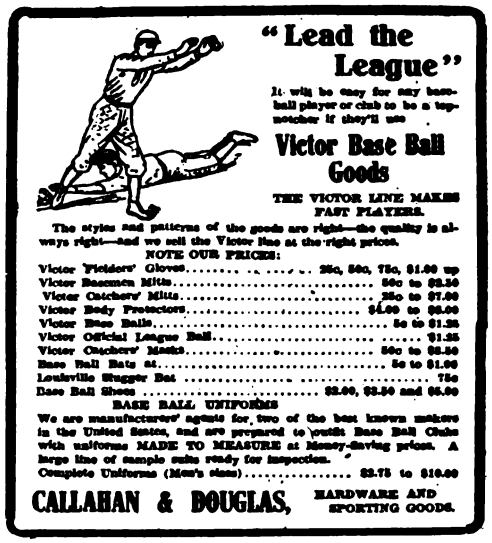
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Use Staples; Get Profit on Specialties

I have always claimed special sales were a good advertisement if lived up to as advertised, thereby gaining the public confidence in the store. I believe the most benefit would be derived by using staples. After people get in your store and they are made to feel welcome, you can usually sell them specialties which carry a larger profit. J. J.

Good Advertising Sells Good Goods at a Profit

We never hold special sales, except to introduce a new line of goods, or to close out a slow-selling one. In the case of introducing a new line, we generally advertise—under value prices—but not so cheap that the regular price would look excessive.



Specialties Advertising in Daily Newspapers.

The sales must show a profit. In the case of slow-selling goods, we make the price so out of proportion to the regular price that we make a quick clean-up.

We would not consider it good merchandizing to hold special sales on standard or good goods, for advertising purposes only, as many of us have to live out of the profits of the business. We are firm believers in advertising and we know that it pays if done timely, and is straightforward and honest, and that you make good your promises as stated in your advertisement.

Good advertising will make good goods sell at a profit any time.

We enclose copies of ads. of seasonable goods we are calling special attention to just now.

CALLAHAN & DOUGLAS.

Editor's Note.—Original size of the Baseball ad. was two columns wide and five inches deep. The Fishing Tackle ad. was double column width and six inches deep. Both have an illustration at top to call attention to ads. A line cut shows in the Baseball ad. and a half-tone in the other, the latter making a good representation for a daily newspaper.

Prefers Seasonable Goods

Special sales of from one to ten days do pay, in my opinion. I believe the best thing to advertise are seasonable goods, for the reason that the purchaser's attention is more firmly attached to the line of goods advertised and are more likely to appeal to his wants. This will draw him to your store, and your advertising, therefore, has accomplished its purpose. Then it is up to the Hardware merchant for results. E. SHAFER.



We find special sales of almost any kind pay well.

HARVEY MERCANTILE CO.

We believe special sales pay, and also believe one ought to have both staple and special goods to be used for that purpose.

ROCKWELL & HAMMOND.

We have special sales and find the scheme pays. Do not use staples or specialties.

L. C. KLEIN.

We have tried special sales and find that an occasional one pays as advertising; that is all. We use specialties for the greater part.

MCKINLEY HARDWARE CO.

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Sales Three or Four Times a Year

As to special sales, three or four times a year I have special sales of one day only. My last sale was on granite ware, all seconds in quality. I use hand bills to advertise the same, which are furnished by the concern from whom I purchase the ware. While the prices seem low, such as an enameled tea kettle for 44 cents, a coffee pot for 19 cents, an 8-quart Berlin kettle for 29 cents, yet the net profit is 10 per cent. and the advertising I get is far more. I certainly do know it pays. While the sale is on I push other goods hard,



CIRCULAR USED BY J. W. LEIGHTON.

and often get a line on new customers. By all means have a special sale once and then you will find out how profitable it is.

J. W. LEIGHTON.

Editor's Note—One of the circulars sent by Mr. Leighton is reproduced herewith. Its general form is seen, but in the original it shows up well. Another circular for a sale shows the enameled ware items with cut, regular and sale price and sizes; just enough to attract attention.

Considers One-Day Sales Better

Do special sales of from one to ten days for advertising purposes pay? I would say Yes. Use staples by all means, something that customers are posted on the regular price; they will then be attracted by the reduction and make it a point to get to your store after the "bargains." Special sales of specialties are of no particular value as customers are not, as a rule, posted on the regular price, consequently are not sure you are making any reduction.

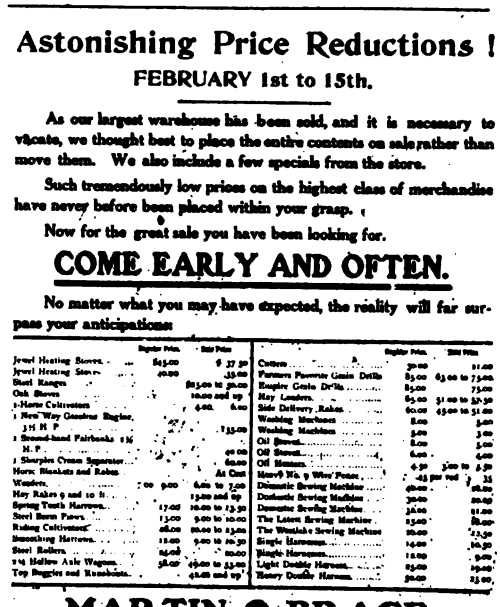
Make your special sales one day in each week is far better than to run them five or ten days in succession.

Use galvanized ware for one sale, enameled ware for another, glassware another, lanterns another, but do not cut price of goods below cost.

L. M. BURLISON.

Recently Had Their First Special Sale

We never had a special sale until Feb. 1 to 15, 1908, and found it to pay very well. We used staple articles, but some were shop-



HANDBILL ISSUED FOR SPECIAL SALE.

worn. We enclose copy of a handbill which we got out for the February sale.

MARTIN & BRACE.

Have Range Demonstrations

We have never had any special sale days as we deal mostly in Hardware staples. We have range demonstrations for advertising cooking exhibits for one week, which brings people to our store. We display all our specialties as nicely as we can. We have found this to be the best advertising to bring people to the store.

OLWIN & TULLIS.

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Sell a Well Known Specialty at a Low Price

We are enclosing a few newspaper ads. which we have run at different times in regard to special sales. We think that special sales can be used to advantage for two different purposes, first as a means of getting rid of an overstock of goods, or of shopworn and damaged goods, and secondly for advertising purposes by impressing upon the public that the Hardware dealer can sell goods as cheap or cheaper than the department store. We do not, however, advocate the use of staples for sales, as a sale price may disarrange the regular schedule of prices on that particular line of goods. We think it is much better to take medium. If the article is something that everybody can use such as 5 or 6 feet granite pudding pans to sell for 10 cents, 10 or 12 quart granite rice kettles to sell for 25 cents, these kind of sales make everybody know where you are treated, and it requires very little advertising. The goods can be bought and sold at a profit by the dealer at a special sale, and still be a big bargain to the consumer. In our town of ten thousand I generally buy 18 to 24 dozen gross of the article I am going to sell, then sell only one to a person, take no telephone orders, lay nothing away for anybody, make them come to your store if they want the bargain. By so doing



SOME SPECIAL SALE ADS THAT SOLD THE GOODS IN CONNECTICUT.

some well known specialty and sell that at a particularly low price.

Each year at inventory time we have a sale of odds and ends, and this year after some of the goods had been sold we took the greater part of the goods left and had a one cent sale, lasting for about three days. In that time we sold over two thousand articles, and although we received hardly enough for them to cover our expenses, still we felt that it was worth while for advertising purposes alone.

THE JOHN E. BASSETT & CO.
Geo. J. Bassett.

One to a Person; No 'Phone Orders

I have never run a sale more than one day at a time and have had them mostly on Saturday beginning at a certain time, say 9 a. m., and do not sell before that time, and I certainly do think they pay as an advertising at night when you go to your cash register you will find you have had 200 to 300 different people in your store that day.

Does it pay? M. C. PARSONS.

Use Goods That Are in Demand

We use goods that are in demand and that the people want whether staple or specialties with good results; but remember to put the price so it will attract attention.

E. E. STEELE & SON.

Special Sales Pay When Goods Are Bought Right

Special sales pay only when goods are bought right and sold at a profit. If you can get a special price on other staples or specialties you can then profitably make special sale; not otherwise.

BLACKWOOD, GREEN & CO.

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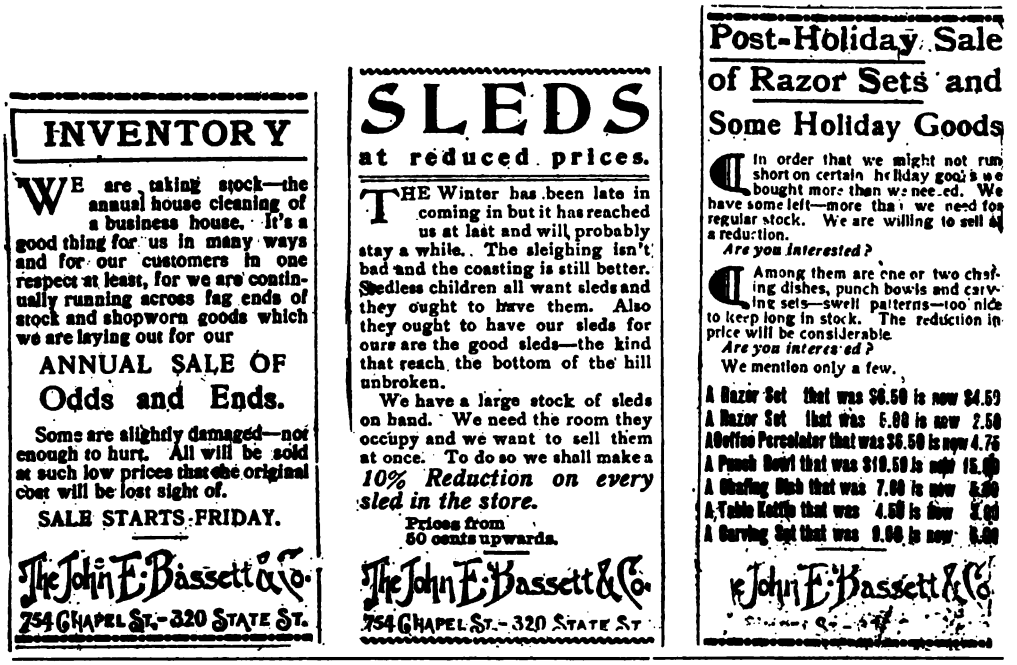
Special Sales Should be Short

Our experience is that "Special Sales" of "Special Goods" do pay financially and otherwise. We have done considerable experimenting along these lines and find the best results are obtained by advertising four or five days before the sale begins, then rush the sale for about two days and stop, do not let it drag along.

For example, put out your advertising Saturday for a sale on the following Friday and Saturday; trim your display window with the goods to be sold; make it as attractive as possible so that all the passersby on Sunday will see the goods and the "Sale Price."

good crowd in your store sometime during the first day, then put a word in your newspaperman's ear about what a success your sale is, and how it pays to advertise, etc., and he will write up a nice little story about your sale, the big crowd, etc., and that it continues another day. This simple little move on your part gives you a good "Ad" for nothing and insures a good crowd the next day.

Here is the most important part of the whole scheme: Instruct the clerks to call each customer's attention to a Coffee Percolator, a Bread Mixer, some Nickle Ware, or something you may sell them at regular prices, and you will be surprised at the amount of regu-



GOOD SELLING TALK FOR SPECIAL OR ANY OTHER SALES.

They go home and talk about it, tell their neighbors, etc., and the result is when the sale opens there is something doing, and if the bargains are good, the excitement will keep up until the close on Saturday night.

If your sale is for Friday and Saturday, have the goods all out of sight before you leave the store Saturday night; do not let it drag along into Monday, for if you do, some one will feel offended because they can't have some on Tuesday, etc.

The best results are obtained with specialties, for if you have a sale on staples, there are always those who for months after will want to argue with you about that "Sale Price." On special goods, if you have some of the goods left, put them upstairs, out of sight for awhile, when you may have a mixed sale, then you can work them off.

Be sure and plan in some way to get a lar goods you can dispose of by a little PUSH at such a time.

THE KNAPP-CRAMER HARDWARE CO.

Never Use Staples for Special Sales

We believe in special sales, but never on staple goods. It is an easy proposition for any clerk or dealer to give away staple goods. We believe a merchant can make special sales on profitable lines. Last fall we had two of these sales, one on enamel ware, with great success; also one on roasters during Thanksgiving time, with good success.

We don't believe any dealer can increase his trade or make friends by selling staple goods at cost. Special lines can be handled in this manner just as well, and at a profit of at least enough to carry on the running expenses. We generally figure 15 per cent. on sales of this nature.

ABBOTT & SON.

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Staples Better Than Specialties

We find that in different seasons of the year special sales are big winners in every respect, and in some cases the sales are phenomenal. We find that the sales of staples at special prices will catch more trade than specialties—that part of the consumers do not know anything about specialties; but if the dealer advertises some staples, at a very low price, and intermingles a few specialties at regular prices, it will be found to be very successful in the way of sales and profits.

JUNIUS W. HAMILTON.

Special Sales Create Other Business

A special sale of from one to ten days is exceedingly popular with us. It not only advertises a special line, but brings people into the store and creates other business. During a week's sale on special ranges during February we sold forty-two ranges. This we have since found has stimulated our business in other lines up to the present time. Our sales since this sale have been more than thirty ranges, making a total of seventy-three. We think this will prove the results we have obtained.

McQUESTEN & SAWYER CO.

Is Undecided Whether to Try It

Special sales is a question which I would very much like to have answered. I have thought of the matter as a means of advertising, but have been undecided as to the best method and am in the same position as the young Hardware dealer who asks for information. I hope some good brothers will give us light on the subject through the medium of the HARDWARE DEALERS' MAGAZINE.

G. M. AUGUR.

We think it is advisable to conduct special sales, but without any tricks, and always include articles in the sale with which the people are familiar and that they know are reduced prices.

MORRIS HARDWARE CO.

Special Sale on Stoves

We do not have any special sales in our Hardware and furnishing business, except Range exhibitions, when we allow $5 worth granite ware with each range sold during 10 days' exhibition. Our sales have been very satisfactory in this way.

We serve hot biscuits and coffee to customers during the exhibition, showing baking qualities of ranges.

J. F. RIEDY.

Used House Furnishing Goods

We know that special sales pay in themselves and also as an advertising medium, especially during quiet times when people are looking for such sales. We have tried it ourselves, and find it more profitable in house furnishings or articles which attract the ladies' attention. We made a special sale on articles for housecleaning this spring. We arranged a large counter with all articles for housecleaning purposes, making special prices on all articles, had price cards printed in plain figures on each article. Then we made a list of our articles and prices and carried an ad.



NEWSPAPER AD. OF SPECIAL SALE.

in our local papers for two weeks, and watched results. We found this sale was a help to us, as the ladies came and saw what we had to offer, and even though they didn't buy they would tell some one else; in other cases they would come in the store and see the price card, and would buy at first sight.

This is our experience. We also know of a grocery in our town which has made special sales on Saturdays for over a year, and they have surely made it pay, or else they would have stopped long before this date.

We think, as a general thing, that staples are better and use them when it is a time for the article, i. e., housecleaning articles in spring. fruit jars and kettles, etc., in the time of abundant fruit, etc. We hope this may be of some help to our fellow-dealers.

KELLOGG & MEAD.

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Do Not Cut Prices on Staples

Special sales do pay. Use specialties. The man that cuts prices on staples is an outlaw and in the end only pulls down prices to a permanent basis, and, nine times out of ten, ends in failure. F. PALMER.

Uses Mailing List

For this year I have adopted a plan of sending out by mail a monthly bargain sheet with cuts and general description of seasonable goods both in specialties and staples, and find they bring good results, especially in getting to the catalogue house competitor. H. C. THOMPSON.

Never Sell Any Goods Except at Profit

We have found that special sales do pay. We have them at nearly all seasons of the year on some few articles in stock and we find we get good results. We usually take some staple articles and make a special price on them for about ten days, during which time we keep a nice window display of the same goods, with both regular and special prices marked in plain figures. We always buy enough of every line of goods, so that we will not run short; always have enough for a good display in the window at the beginning of the season. We always sell the goods at a profit until about the close of the season, when we make a special price and close out the remainder.

We usually have about two ten-day clearing sales during the year. About midsummer we place on sale all our spring and summer goods at reduced prices. We get up some good ads. for these sales; have bills struck off and send a man around to every house to distribute the handbills. During these sales we also have some special for each day, and use our window for all they are worth. We make special prices on goods in our kitchen line every day during the sale; this is to induce the ladies to come in. We value their trade; they are the best buyers.

We conduct our midwinter sale on the same plan as the summer sale, and find that these sales enable us to buy a better assortment at the beginning of the season and we usually move off nearly all the stock each summer and winter.

These sales in a small town cause our customers to feel we are as wideawake as the city merchant. Many times our customers remark when coming into our store that they almost feel they are in a big department store in the city. The customers say we keep changing the interior of the store and windows so often they find something new and different nearly every time they come in.

We have found special sales pay us good profits. We never sell any goods, even during a sale, without some small profit, except where the goods are damaged or out of date.

S. N. GODLEY.

Used Enameled Ware

I have used 10 and 25-cent assortments of enameled ware for special sales. Put it in the window. They sell out good, pay small profit and bring people into the store, who buy other things.

W. O. AIKMAN.

We do not have special sales for the reason that we are located in a small place and our trade is local. We are the only Hardware dealers in the town, and we think special sales would not benefit us. We are regular readers of the MAGAZINE and find much in it that is very interesting.

J. H. ESTES & SON.

We have not been very long in the Hardware business, but think the matter of special sales a good one—sometimes on special lines and again on regular goods, but never to be run longer than the time stated, ten days.

M. G. & J. M. VAN LARA.

Used Fencing and Stoves

Special sales pay when run for advertising purposes, and are also profitable providing you show the people you are making a good price as an inducement. For this purpose we use staples with which our customers are acquainted. E. T. WENGER.

[EDITOR'S NOTE.—A circular or handbill which Mr. Wenger sends is printed in display type on yellow paper, calling attention to two carloads of Fencing which he offered as a special sale from April 1 to 11, inclusive. The terms made were "Cash with the order," but the Fencing could be taken whenever desired. During this Fence sale special prices were also made on Steel Ranges, with the same terms applying.]

Relates Experience of a Recent Sale

We had a special sale the 1st of April. We had several objects in view in making this sale, the chief of which was to relieve the congested condition of our agricultural warehouse. We had large posters placed in all the outlying districts for two weeks in advance, stating that such a sale would be held, and offering a discount for cash on such articles as we were not bound to maintain the price. We also had notices in the local papers. Coffee, doughnuts, crackers, cheese and cigars were furnished free from 12 until 2 o'clock. The sale was very gratifying in every way, and we sold a large quantity of goods, and it has been the means of selling many more since that time. Next year we will have another sale, and we can now see our way clear to make this much larger and better than this, our first attempt.

THE F. T. BLISH HARDWARE CO.

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Do Not Use Staples for Special Sales

Special sales of from one to ten days pay, but do not use staples as there is too little money in them. The one we received the best results from was filling our window with 10c. articles, on none of which the profit was less than 25 per cent. and upward.

Our window displays and decorations of seasonable merchandise of one week standing bring us large sales of the particular goods displayed and are a fine advertisement.

SMITH HARDWARE CO.

Think Town Too Small

Special sales have not been a success with us. Perhaps our town is too small; population about 4,000.

CONTRYMAN & CO.

[EDITOR'S NOTE.—Messrs. Contryman & Co. think their town too small to have special sales. Quite a few of the towns represented by letters from Hardware dealers in this connection have a population of less than 4,000. In the majority of cases the writers favor the proposition of special sales—the aim being to get the people into the store. Perhaps some fellow-Hardwaremen in towns of a similar population will give our subscriber the benefit of their experience, which we will be glad to publish in the next issue.]

I have special sales during February and March of each year, and they have proven profitable. W. S. FOGLE.

I would say No. Make a legitimate profit and hold firm on staples.

T. W. BODELL.

We have never practised special sales, but should think it would be better to offer specialties than staples. Special sales give an opportunity for getting rid of hard sellers.

W. L. COLLINS & CO.

I do not believe in special sales as they give your competitor an opportunity to come back on some other article.

D. R. BALLMER.

Goods Sold at Cost do Not Pay

Our experience is that they pay if the goods are sold at a profit. A special sale of goods at cost, as an ad., does not pay. A special sale of a single line of goods at a small profit, we think, is a good drawing card, and we have several such sales every year.

DORCHESTER & ROSE.

Dislike Special Sales

We very seldom have a special sale and when we do it is to clean up or unload on something which we do not care to handle regularly. We dislike special sales from the fact that they more or less establish prices and it is hard to get back to the regular prices without some dissatisfaction.

CLARK HARDWARE CO.

Provide a Way to Get Customers in the Store

It has never been our policy to do much advertising about special sales, but whenever we have done so, we have always used staple goods, and have always found that it pays to do it occasionally.

It has been our experience that if you can provide a way to get customers into your store, that it not only means the sale of the article advertised, but in many cases it sells other goods. That is the object of every dealer, to get customers into the store, and then it is up to the clerks to make good. This is our idea of it.

CHURCH & MORSE,
E. E. Richmond.

For Disposing of Overstock

Special sales oftentimes pay; it depends where you are located. In some localities it hurts your profit, as they expect to buy the article afterward at the same price. Others will buy just the article you are offering and nothing else. I have a special sale if I am overstocked on any particular thing.

JOHN F. HAWKINS.

Does Not Apply to a Farming Section

I have never had any "special sales" and do not think it would work well in this locality, being a farming community. We think it well to let things of that kind rest, unless driven to it by competition.

NEW ENGLAND.

The More People You Get the More Sales Made

We do not have any special one to ten days' sales. However, in some places, no doubt, it pays, as it attracts more people's attention, and the more people you can get in the store, the more sales are likely to be made.

HELM & BAIRD.

Never Cut Prices

It would be a very difficult matter for us to fully reply about special sales. In our eighteen years of business here we have never as yet held a special sale on any article. We have always strictly stuck to the rule of a fair margin of profit and we never cut prices except on defective or shop-worn articles. If our competitors are cutting prices on certain articles we do not enter into the competition, but simply do not offer the goods for sale. When the fight is over we usually get rid of our stock with a fair profit and no loss. Our stock is confined principally to all makes of standard staple articles. HEINSOHN BROS.

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Have Not Had Satisfactory Experience

Our experience with special sales has not been very satisfactory, or at least we could trace very little extra business to them directly. Our idea of the Hardware business is constant plugging. Having the goods when called for, fair and honorable treatment for all, selling good goods and getting good prices.

McRAE & SON.

Do Not Favor Special Sales

In our town of 3,000 people we know personally each customer. We do not think it profitable to our business to make a price, on regular stock, that we cannot maintain for our customers of next week or next month. We make no special sales except to close out undesirable merchandise. A "city" store may conduct special sales where it is not desirable for us.

J. B. KINGSBURY & CO.

Thinks Town Too Small

I do not have any special sales of from one to ten days, for I do not believe it would pay in a small village (400). If I were in a larger town, say, 1,000 or more inhabitants, I should have these special sales, for I think they would pay, but think I would have specialties for the occasion.

C. C. SHEPHERD.

Special sales do not pay in small towns, but I think they do in cities. I use a personal letter every now and then and consider it the best form of advertising I can use; it is also the cheapest.

J. M. HUNGERFORD.

In Small Town Prices Are Demoralized

Do special sales pay? I think not. In my estimation in a small town they demoralize prices. I think your young man would better let the people know that he sells at fair prices and good goods, and he will be a winner.

F. BROWN.

Avoid Special Sales for Advertising Purposes

If the "Young Hardware Dealer" in search of information desires to put his business on a firm foundation and desires to remain in business for a long period of time, I should advise him to cut out all special sales for advertising purposes. Buy good goods, sell at a moderate profit, treat his customers fairly, and be honest in his advertising.

L. G. MATTISON.

Does Not Favor the Plan

We do not hardly know how to answer. When I started in business I first bought in with a man that had a well established trade, and when I bought my partner out you see I did not have any experience of this kind. But, if I ever did come up against a proposition of this kind, I would not have any special sales, but would simply let the community know that I was there and expected to do business in a fair and square business manner, and they will learn that you are there very soon. This thing of jumping up and making the public believe that you are going to raise and put a church in under it never did appeal to me. I saw a plan of that kind tried before. Now, this is simply my plan, and the way I would do if I were going to start again.

L. W. SIMON.

Special Sales Do Pay

We have the best results with specialties.

THE HAMILTON SUPPLY CO.

"Special Sales" for a Week Pay

I find special sales for a week pay, particularly when you can secure some seasonable article as a job. I have had iron garden rakes at 15 cents each, which I bought as a job lot. I frequently have specialties, but with poor results.

S. O. CUMMINS.

Reports Dissatisfaction

We have tried both staple and specialties for week and two week sales and have never had any satisfaction from any of them. If your store is located where the largest street traffic is, more results would follow; our store is on a side street.

Our best advertising has been fence signs—some one thing put up in the spring, another in the fall—these signs are placed in the most conspicuous places.

WAGNER'S HARDWARE STORE.

Not Favorable to It

Special sales from one to ten days pay to advertise, when it is for advertising purposes, but from a financial standpoint it does not pay. We are in a small country town (450 population) and our business reached over $35,000 last year, and I attribute our success to doing what we agree to do. A satisfied customer is the very best advertisement a young man can get.

We made a special sale of fencing at one time for two days, and there were a number of persons came in after the sale and wanted the same price that his neighbor had received, saying that he did not know of the special sale, and it was very difficult to explain why he had not been informed. There is much that could be said against the special sales and not very good argument for them.

A strict adherence to price, treat every one right, work with the object in view of succeeding, and if a person cannot win along these lines he had better follow the avocation that he is better suited for than to try to sell Hardware.

J. M. WEAVER.

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Interior View of Hardware Store of J. F. Doty, West Liberty, Iowa.

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A Striking Window Display

E. D. Rhoades, Rensselaer, Ind., got up a striking window display, as shown in the accompanying cut. Mr. Rhoades, in commenting on it, says:

I wish to say a few words in reference to the details of my window trim that a photograph *will not* bring out. The ellipse in which the words "Prisco Lanterns" and "Best Made" are suspended, and are cut out of a solid wood background, the *white letters* are flush with the white background, but the red cheese-cloth background immediately back of the letters is set at a distance behind them of nine inches. This has a tendency to make the letters stand out as if they were unsupported in mid-air. The shelf on which the lanterns rest is *not* a straight 12-inch board, but is sawed in a scroll shape. On the front of the shelf, and following the graceful lines of the same, is tacked a red cheese-cloth box-pleated ruffle. The six show cards are 14 x 22 inches, and are handsomely colored. The photo gives only a faint idea of their artistic merit. The sign back in the right-hand corner, which is hidden from view by the one in front of it, can plainly be seen from the side window, and bears the following: "The Practical Qualities of a 'Prisco' are manifested in its light."

Show cards are of paramount importance in attracting attention to a show window display. In this respect these show cards have performed their function. Dozens and dozens of people stop daily to see the display, commenting on the artistic appearance of the whole, also the qualities of the "Prisco" Lanterns. The six pedestals on which the elevated lanterns rest are 12 inches in diameter, and are of three different heights, 3-6-9 inches, respectively, and are arranged in a semi-circle, the lowest ones being placed in front.



A STRIKING WINDOW DISPLAY BY E. D. RHOADES, RENSSELAER, IND.

Mr. Rhoades makes some interesting suggestions for increasing sales, which follow:

I really think it impossible to lay too much stress on window trimming as an advertising medium. Having decided to use the window display, the next question that confronts the retailer is: What kind of a trim shall I place in my window? This is of great importance in making your window a success. I will say again that the best display is the one that embodies art. You may approve of novelty trimming; that is all right, but after it has once been seen the party is satisfied, and he passes your window time after time without even glancing in. On the other hand, if

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the trimmer has displayed any artistic knowledge in arranging his trim, his work will be more of a success as an ad., because, when a person first looks at it, he will be pleased with its appearance and does not tire of it, but will stand and study each little detail, and when he again comes in sight of your window he cannot resist stopping to admire the artistic display. More time and attention should be given to the background and show-card writing than in the arrangement of the goods themselves. Notice the window trimmers in the cities who have charge of the large department store windows, and you will see that three or four times as much time is spent in fixing the background and floor of the window than it takes to properly place the articles to be shown. Do not think that your business can make a good display without spending any money, for such a thing is impossible. On the other hand, it costs considerable to properly do such work, but if you will follow window trimming you will soon be convinced that it is not a waste of capital, but money well invested. Change your window often; let no trim stay in longer than two weeks. Do not copy after other windows, but show originality, design something different than has ever been shown. Your work must be neat and clean, each piece of goods must be well cleaned, and polished before it is placed in the window. It must look new, and not convey the impression of being last year's stock. Displays must be appropriate for the season of the year. Every holiday should find your window containing a trim suitable for the occasion. Just a few words in regard to show cards: They must be neat and artistic, like the window trim; they should be colored, but be careful not to use colors that fight, remembering at the same time to use colors that are contrasting, in preference to those that blend and harmonize with the color of the card. After the show cards are completed they should be placed in a conspicuous place in the window, in front, if possible, as they can be read easier than if in the background. Let the wording on each card be in as few words as it is possible to express yourself.

Improving a Hardware Store With $500.

This is a subject that covers a great deal of territory, and depends to a great extent on the condition of the store we wish to improve. Nearly all retail Hardware dealers in this territory carry paint, and although I have often heard them talking paint, and its virtues to their customers, I have noticed that a large majority of them are very timid about using it to improve the appearance of their own place of business. To use an old expression: "Why don't they practice what they preach?" Of course it is a great deal of trouble to tear down stock while the work is being done, and replace it afterwards, but of course this work should be done during the winter months when business is quiet, and you have plenty of time to do the work thoroughly. The small sum of $25 spent with a first-class painter in painting ceiling, walls, and shelving, if it needs it, with some light attractive color will bring results that are both pleasing to the eye, and also the pocketbook, for people like to buy goods in a store that is light, clean and attractive.

Next, I would have good display windows, kept clean, and filled at all times with a display of seasonable goods. I believe that attractive window displays will always pay their way by calling the attention of persons passing your place of business to articles they need and they are often the means of a sale that otherwise would be lost. As a Silent Salesman a good show window cannot be surpassed.

After I had done my painting and had my window put in the condition I wished, I would take what money I had left and invest it in a couple of good floor cases with plate glass tops, and a few sections of some good standard glass front shelving, such as "Warren's," and if my allowance were greater would have all my shelving of the glass front variety.

In my work as traveling salesman, selling a general line of shelf Hardware, cutlery, and sporting goods to the retail trade, I have seen a great many stores where an investment of $100 or less, spent in the right way, would improve its appearance 100 per cent. The general inside appearance of the average Hardware store is too often neglected, and I for one would be glad to have every retail dealer in the country take the same pride in making the interior of his store attractive, as he does in selling the goods. Try it. It will pay.

CLARENCE HIGINBOTHAM.

Vise Business Good

To the Editor:

We find a decided increase not only in inquiries but substantial orders. We might add here that we have really felt the depression very little, the present demand being such that we have been forced to run the factory double turn.

We attribute this largely to the special character of goods which we manufacture, a vise being in common use in every shop, hotel, factory, garage, etc. Our foreign orders have also materially aided in this respect. A very thorough follow up system may also be responsible for some of this business, as many of the orders are the direct result of the second or third letter.

THE PITTSBURGH AUTOMATIC VISE & TOOL CO.,
G. P. Blackinton,
President and General Manager.

An advertisement ought to show on its face that it is intended for people who are now living.

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DENATURED ALCOHOL

Many Facts Are Given That Are Not Commonly Known—Hardware Merchants Should be Posted—A Business That Will Assume Large Proportions Within a Few Years—Possible Questions Answered—Utilities Which Should Have a Market in Every Section.

The law removing the tax of $2.07 per gallon from denatured alcohol went into effect Jan. 1, 1907; a supplementary law enacted by Congress went into effect Sept. 1, 1907. This second law liberalized the terms of the first law and made possible a system of distribution under which denatured alcohol will soon be obtainable at reasonable prices in all sections of the United States.

Denatured alcohol is distinctly a farm product. It may be distilled from corn, potatoes, and other farm products. It is, therefore, the ordinary alcohol of commerce to which the word "denatured" has been applied to signify that its nature has been changed by rendering it undrinkable, or unfit for use as a beverage, before passing free of tax from the control of the Government. Its principal use as a fuel is for lighting, heating and cooking purposes.

The relative economy of denatured alcohol for illuminating purposes is clearly established by the official report of the Electrical Testing Laboratories of New York City. A test shows that an incandescent mantle alcohol lamp burner and a round wick center draught kerosene oil lamp resulted as follows: The candle-power hours obtained from one gallon of denatured alcohol were 1,740 and only 484 candle-powers of light were obtained from one gallon of kerosene, so that over three and one-half times as much light may be obtained from one gallon of denatured alcohol as from one gallon of kerosene. The cost to operate a household denatured alcohol lamp burner yielding over 45 candle-power of light is less than 1 6/10 cents per hour with alcohol at 60 cents per gallon, and 1 cent per hour with alcohol at 35 cents per gallon. One gallon of denatured alcohol at 60 cents is as cheap as kerosene at 18 cents, and one gallon of alcohol at a cost of 35 cents is as cheap as kerosene at 10 cents. Tests made by other authorities show that alcohol will produce from two to four times as much light as kerosene.

CHARACTER OF DENATURED ALCOHOL LIGHT.

Denatured alcohol with an incandescent mantle gives a brilliant steady light, which is far easier on the eyes for reading or working than any other kind of artificial light. It is smokeless, odorless and absolutely safe. Since the combustion is perfect it is impossible to have smoky chimneys, and as the wick does not come in contact with the flame it needs no trimming, and, therefore, will last an indefinite time. The cost as compared to the average incandescent light is claimed to be about one-third, in favor of the alcohol burner. Kerosene lamps get oily on the outside unless the utmost vigilance is used. Alcohol lamps are always clean as the liquid evaporates quickly. Kerosene stained hands are repulsive and must be very thoroughly washed before the odor is eliminated. Alcohol spilled on the hands soon evaporates and leaves the hands clean and without odor. Alcohol burners need but very little attention compared to the average kerosene burners.

DENATURED ALCOHOL FOR COOKING PURPOSES.

Denatured alcohol as a fuel for cooking is absolutely safe, clean and odorless. As the combustion is perfect there is no smoke, ashes nor dust. By the use of proper appliances all kinds of food can be cooked rapidly, easily and far more cheaply than the same cooking can be done with coal. Meats, fish, fruits and vegetables can be cooked with greater precision than with coal, because the control of the alcohol gas flame admits of a finer adjustment than can be possibly attained with any stove or range burning coal. Food cooked with denatured alcohol is said to have a more characteristic flavor, and is more delicate. All foods can be cooked with less waste and labor and with fewer utensils. Further, cooking with denatured alcohol can be done in cool and pleasant rooms free from dust, smoke and bad air; that much of the fine cooking commonly done in great discomfort on a hot stove can be done directly on the table at lunch, breakfast or supper, in the presence of the family, and done better, more neatly and at a great gain in comfort, convenience, good taste and good nature. The denatured alcohol cooking stove which vaporizes the alcohol and mixes it with the air and burns the gas resulting from the mixture is comparatively unknown to the American public. The idea was first practically applied in Germany, where many millions of gallons of denatured alcohol are used annually for cooking purposes by families of moderate means. It is the most economical method of burning alcohol, as it produces an intensely hot blue flame, which, at 50 cents per gallon for alcohol, has been found to be cheaper than coal at $7 per ton.

The denatured alcohol lamp burner is re-

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quired to perform several functions which are not essential in producing a light from kerosene. Denatured alcohol burned in a liquid from the wick, as in the case of kerosene, merely emits a blue flame of no illuminating value and must, therefore, be vaporized or converted into a gas and burned in an incandescent mantle to produce the brilliant, steady, ideal light for which this new liquid fuel is rapidly becoming famous. An entirely different burner is, therefore, necessary for burning denatured alcohol. A wick, which never comes in contact with the flame, draws up the alcohol from the bowl or reservoir of the lamp. Then by exterior combustion the alcohol is heated in this warm chamber, vaporizes, is mixed with the air, and the gas resulting from the mixture when ignited makes the mantle incandescent. Along the burner runs a recuperative rod terminating at the top by a metal plate, which receives the heat of the mantle and returns it, thus producing evaporation anew. The denatured alcohol lamp gives a brilliant, soft light and its peculiar quality enables one to distinguish the natural colors impossible with other forms of light.

SAFETY OF DENATURED ALCOHOL.

In view of the many questions asked as to the safety of alcohol burning devices, such as sad irons, cook stoves, lamps, heaters, lights, etc., it would strike one as being rather humorous if it were not almost pathetic at the lack of knowledge thus displayed. With but very few exceptions, all of us have not forgotten with what freedom we have been handling a higher proof alcohol than denatured for many years. Flavoring extracts are largely alcohol, and yet the housewife will pour the extract into a receptacle in the kitchen, under a gas flame, near a stove, and in many cases very close to a flame, and yet without ever a thought that it is in the least dangerous. A person will rub down with alcohol and not a thought of danger, even though working close to a flame. Perfumes are 95 per cent. alcohol and, as in the case of the extracts, they have a higher proof alcohol, and therefore more inflammable, than denatured alcohol. Is it any wonder that those who think, for we all know, of the time wasted in asking such questions. By the number of questions asked it might be assumed that denatured alcohol was something entirely new being put upon the market, but it is the same thing with a different name. Its future possibilities are very great, indeed. There is such a wide field for alcohol burning devices that one cannot comprehend the great number of uses to which it will be put within a very short time. Where city gas, at a reasonable price is not available, denatured alcohol in cook stoves will find a large and very extensive sale when once the housewife comprehends its cheapness, the cleanliness in use and above all the great safety. Should any alcohol be spilled upon the floor and catch fire, a dash of water will at once extinguish the flame, whereas in the case of gasolene the flame would only be spread. There is no soot, no odor and no smoke. This means clean kitchen utensils and a clean kitchen; so clean and convenient that the alcohol burning utilities are now being extensively used right on the table, with the advantage that when food is done it can be immediately served. Denatured alcohol will soon be an article that can be had in any Hardware store, and in the light of approaching events it behooves the progressive Hardwareman to inform his customers of the advantages of alcohol burning devices, for there is such a wide field in the large city home, in the home in the smaller cities and towns, and especially to the farmers, both in the house and around the farm.

Good Advice About Returning Goods

To the Editor:

I noticed in the April number of the HARDWARE DEALERS' MAGAZINE, under the heading, "The Injustice of Substitution," that a number of your correspondents advised returning of the goods. About thirty-five years ago a man came to me with a sample of wrapping paper and wanted me to order some for him from New York. I sent the sample and got prices that were satisfactory to my customer and ordered the goods. When they came in I advised my customer that the paper was in the store, and he came in to get it. But, on examination, he found that it was not what he ordered, and advised me to return it. I did so. There was about $80 worth. In a few weeks I received a letter from the house where I had bought the paper, saying that there was some paper consigned to them that they had not ordered, and, that as it evidently was the paper they had shipped me, they would hold it subject to my order, and that for the amount that they had charged me, and was yet unpaid, they would attach any goods, that they might find being shipped me from New York. I went to a lawyer for advice, and got the following: "When you ship goods you assume to own them, as you have no right to send other people's goods anywhere. It is possible that the sender of the goods had a nearby place where he could put the goods with very small loss. The safe plan is to notify the sender of substitute goods that the goods are held subject to their order. Then, if there is trouble he will have to come to you to fight the case. Otherwise you will have to go to him to fight and that is sometimes very expensive. The fact that he will have to come to you will often help to settle the case with very little loss."

W. P. BOGARDUS.

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ADVERTISING FOR THE RETAIL HARDWAREMAN

By R. E. Saberson.

"The retail Hardware business is not what it used to be." How often have you heard this remark made during the past two or three years? Is the retail business of the country towns falling off? Is the demand for shelf and heavy Hardware decreasing in the country town, or to what can you attribute the reason for hearing this remark so often?

Several years ago this remark was seldom made, but now it is a common expression among retail dealers. That the demand for goods has increased is shown by the tonnage of goods received at any town, and yet you hear the retail dealers in the country towns complaining that the Hardware business is not what it used to be. Some one else is selling the goods we retailers used to sell.

Some of you will immediately attribute the cause to foreign competition. If this is the case, it simply means that mail houses are selling the goods which the retailers ought to sell. Why are they doing so?

In the first place, if the retailers are charging more for a certain class of goods than the mail order houses are, the consumer will send away for the goods rather than to pay the home man a higher price than he can get them for elsewhere.

When the retail dealer purchases goods of a wholesale house, he lays aside all question of home loyalty as well as any question of sentiment, and buys his goods at wholesale where he can get them at the lowest price. It makes little difference to the average retail dealer whether he purchases his goods of the wholesale house one thousand miles away or of the wholesaler doing business in his home State.

At almost every convention you will hear individuals get up and argue against a wholesale mail order house, and in nine cases out of a hundred, you will find that they are purchasing goods of these houses if these houses can sell them goods at a lower price than the traveling salesman can who represents a local jobbing concern.

The retailer, therefore, buys his goods where he can get them at the lowest price, and the consumer does the same thing. When the consumer buys a bill of merchandise from a mail order house the home retailer always puts up some illogical argument about the quality of the goods. He does not stop to realize that he is not the person who judges the quality of goods the consumer desires to purchase. If the quality of goods were not satisfactory to the consumer he would in all probability not reorder again from the mail order house, but did you ever notice that in every community there is a large list of regular mail order house patrons, and they continue year after year to purchase nearly all their goods from the mail order houses. They are perfectly satisfied, too, with the merchandise which they are getting for their money.

Obviously then, it is impossible for the retail dealer to go out into the consumer's territory and tell him that he does not know what quality is and that he is lacking in intelligence when it comes to buying goods, and that he should come into the retailer's store and leave the question of quality entirely to him. It doesn't seem to take well with the consumer.

Suppose a consumer would step into our stores and tell us we did not have the ability to purchase our goods, wouldn't there be trouble at once? If it is a question of prices and we are asking too much for our goods, the consumer cannot be blamed for sending away.

He has a perfect right to buy goods where he can get them at the lowest prices, just the same as we have when we buy our goods. The average retailer you know always did like to boast about his buying ability. It's just the same with the consumer. It's human nature, and human nature is a mighty hard thing to eliminate from the human race.

Perhaps the retailer hasn't educated the consumer to believe in his ability. If this is true the mail order house situation can be laid at the door of the retailer, and I am sorry to say that in 90 per cent. of the cases this is true.

All the people know about the retail dealer is what he himself tells them. Foreign concerns have been talking to the people for fifteen years about their ability and the home retailer hasn't said a word about his ability, and yet we expect the people to know all about us when we never have told them anything worth knowing about our ability. They are giving their business to firms who educate them to do so, and we as retailers got all worked up about it because they did.

The facts of the matter are that the retailer has been given an equal chance to get the business, but on account of his listlessness in going after it, he didn't get it. Then we got very much excited, and still about all we have done is to inform the consumer that he could have purchased the same goods at a lower price from us. We don't do this, however, until he has made his purchases. What the consumer wants to know is what our prices are before he buys the goods. We retailers are not telling him, and that is where all the trouble is.

BUSINESS BELONGS TO ONE WHO GETS IT.

If competitors are getting business by certain methods and we retailers positively refuse to adopt such methods, it does us little good

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to wail about the fact that we did not get the business.

There was a time when the retail business was a snap so far as competition was concerned, but quick transportation facilities, rural free deliveries, telephonic communications and other modern methods have brought new competitors into the field of the retail dealer, and instead of keeping pace with the times, the retail dealers have put up a tremendous howl because some one else was getting the business which they claimed belonged to the home man. The retail business of the country belongs to the man who can get it. There is no sentiment, no love, no friendship mixed up in the commercial world when it comes right down to a question of dollars and cents, and the retail dealer to-day who realizes this is the one who will make a success in his business. Progress has changed the condition of things in the retail business. It is absolutely impossible to block the wheels of progress, but you will find hundreds of retail dealers attempting to do this very thing. Instead of adapting ourselves to the modern methods, we are trying to stay the wheels of progress in order that we may conduct our business as our grandfathers conducted it. We are doing business with our grandfathers' brains and blaming people because they are forging ahead with the times. The whole agitation about the catalogue houses simmers down to one fact, and that fact is that we retail dealers are frantic because some one else is getting the business with newer methods and we still persist in using the old.

A mail order house promoter once said: "Give me the mail order house business and in ten years I will make every town a village, every village a hamlet, and wipe every hamlet out of existence." Some one was telling me the other day that in certain eastern States every third town was a whistling post, and I have noticed that there are places now where the trains have ceased to whistle as they pass through. These little towns previously did a thriving business, but foreign competition killed them off. Foreign competition killed them off because the retailers positively refused to advance as the times advanced, and you will find them to-day barely existing where they might be living luxuriously in a thriving trading point.

Did you ever stop to realize that we retail dealers as a rule have attempted to block nearly every new proposition which has come up within the last five years? When the question of rural free delivery came up the retail dealers in the country towns said that it was not a good thing because it would be too expensive to the government to have the mail delivered out in the country to the farmer's gate, and that if it was delivered the farmer wouldn't come to town for his mail, and consequently he wouldn't buy as many goods as he formerly did. But rural free deliveries came.

How many towns do you find with stores so wonderfully attractive that a visitor in that town immediately gets the buying craze when he hits the sidewalk? When the question of rural telephones came up the retailers opposed this idea because they said it would place the farmer in a position so that he could telephone to the adjacent towns and find out which town was paying the highest prices for hogs, and the town that paid the highest prices would get all the business. But rural telephones came just the same. When trolley systems were being promoted the merchants located in the small towns opposed it because they said that the large towns would get all the business, but the trolley system came just the same.

Now we have another proposition before the people the Parcels Post bill. Retailers are vigorously opposing this bill because they say that it will plunge the government into debt to such an extent that it will be absolutely prohibitive. As soon as we retail dealers began to oppose the Parcels Post bill the consumers in every locality began to work for it, the mail order houses are working for it, nearly every magazine is boosting for it until the question has become so serious that even certain Congressmen have changed their attitude to a great extent during the last year and a half. I remember one Congressman who used to assure me that he would stand against Parcels Post absolutely, but now he informs me that he intends to stand up for the "substantial interests" of his district, and we all know that he regards the farmers as the "substantial interests." I am thoroughly opposed to parcels post in all its details for other than selfish reasons, but while I am spending my money to prevent its passage, if possible, I am also spending a like amount to prepare myself for the emergency in the case that the bill ever passes.

It has been demonstrated, therefore, that the retail dealer hasn't very much to say in shaping the events of the commercial world, because if he had been able to steer these events to suit himself, there would be fewer competitors to-day than there are. The question is simply this: If the retail dealer is willing to progress as the times do, and to adopt methods which other people adopt in getting the business, he will get his share of the business, but if he attempts to do business in the old-fashioned way when the consumer clamors for the new way, he will not get much business. Mail order houses have stepped into our community, have taken a large percentage of the cash business away from us, and have dumped the credit business which is undesirable into our stores.

ADVERTISING WILL GET THE BUSINESS.

There is but one thing left for us to do. If

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we do that we succeed, and if we don't do it, we fail. Advertising will get the business. If the retailer will advertise he can get the goods to meet any competition, but no wholesaler is going to spoil a live bargain by putting it in a dead retailer's store.

Somebody has said: "We know we've got to advertise, but we can't! I'm not as smart a man when it comes to writing ads. as the man who gets $15,000 per year for doing nothing else, and yet I've got to be if my advertising is going to sell any goods beside his ads." That's the truth, the Simon Pure genuine, old-fashioned truth! Trade papers have devoted hundreds of pages pounding advertising into the minds of the retailer. In many instances it is a scientific business made successful by experts, and whenever our ad. was placed by the side of one of these expert ads. it looked like 30 cents. It ruined our store's ability in the consumer's mind. We have done our best but we have failed so far in our advertising. Then how can it be done? Syndicate it—work it out economically, skillfully, and produce better ads. than mail order houses do at a lower cost. Back your advertising up with merchandise—not trash—compete in price, which is easily done, and the problem is solved. Solved only for the real merchant—not the man who is not a merchant nor who never will be.

I recently heard a man stand up in a convention and say that catalogue houses never bothered his town! He also said that his best advertising was on his wrapping paper! Investigation showed that 69 base burners and steel ranges had been shipped into the town in the month of November. When confronted with this proof, he said, "I knew they sent in a few stoves, but that's all they did ship in" These are the retailers who are holding the live wires back. They are barnacles that serve only to hinder the ship of progress, and the sooner they go the better it is for the retailers and the wholesalers and their communities. I'd like to call your attention to a new movement in the mercantile world which has attracted almost national attention in the last six months, and which has solved many a hard problem for retail dealers. It is called the Berkley System, and some of you may have heard of it as over 1,500 stores are now using the service. These 1,500 stores have all the advertising that the largest concerns in the world have, all filed in a central office. A small retail dealer with a hundred customers can advertise as effectively as a department store with 10,000. He is able to do this more effectively because he does not have to buy any cuts nor to write any advertising matter, and his work is all done by machinery which it is impossible for the largest mercantile firms to install. The question of prices and competitive articles has all been eliminated and the retailers in these 1,500 towns do not have to spend one minute in getting up advertising copy. If they desire to advertise they can select any article from their stock which they desire to advertise and without buying a cut or writing advertising copy they can get up attractive advertising to the consumer, have it folded and addressed by machinery, or they can fill any space they desire in their local newspaper without purchasing cuts or having the printer spend any time in attempting to set up display advertisements.

When you have reduced the expense to the retail merchant so that he can convince his customers at a less amount of money than the mail order houses can, when you have arranged and syndicated his advertising so that he does not have to spend hours every week in getting up the copy, you are letting the large concerns create the demand for the goods which costs a tremendous amount of money, and the retailer, having the advantage of being a home man, and appearing just as large in the eyes of the consumers, he finds that meeting the competition of foreign concerns is an extremely easy matter when he has worked the proposition out in a scientific manner and on an inexpensive basis.

A Hint to the Office Boy

A frown of disapproval darkened the manager's usually good-natured face. He was noting the air of lofty indifference with which one of the office boys was speaking to a plainly dressed caller.

"Those boys need a lesson," growled the manager, and his black eyebrows drew closer together. Then he went forward himself to speak to the caller, and with flattering courtesy gave the information desired. Returning to his desk, he hastily penciled a note, which he gave to the head office boy. Five minutes later there was a brief conclave in the vault, while the head boy read aloud the note from the manager.

"Each of you three boys must write me a letter, giving your ideas of the duties of an office boy, and the manner in which those duties should be performed. Hand me the letter to-morrow morning." The three younsters looked at each other uneasily. Their popular "boss" had his own ways of testing people.

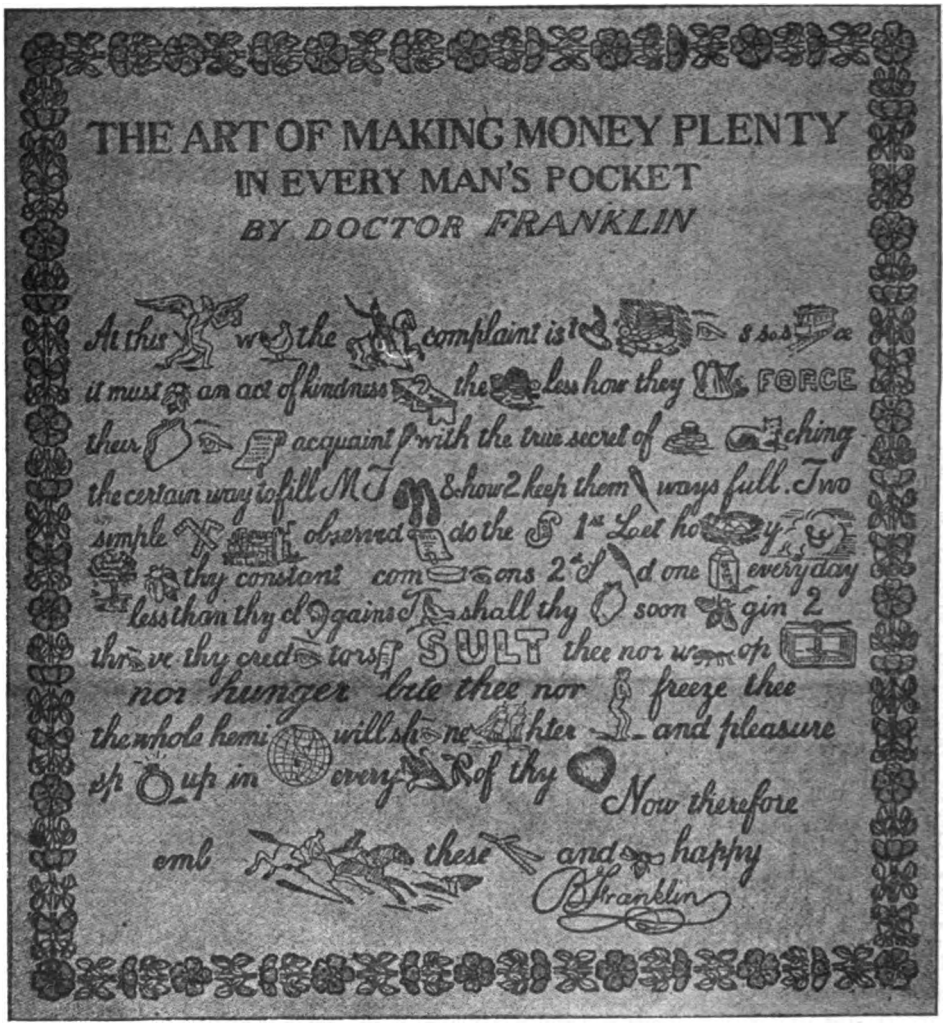
"'Twon't be no snap to fix up that letter right," said the first boy. "And then he'll make us live up to it," added the second. "And fire us if we don't" muttered the third.

An unusual seriousness and courtesy marked the demeanor of the boys during the remainder of the day, and the manager whistled softly an optimistic little air in the intervals between his remarks to the stenographer.

Every employe is an advertisement of one sort or another. If he cannot be a good advertisement he has no right to be a bad one.

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TRY THIS AND NEVER GO BROKE.



A REBUS DEVISED BY BENJAMIN FRANKLIN, IN WHICH IS SET FORTH THE PHILADELPHIA PHILOSOPHER'S VIEWS REGARDING THE BEST MEANS OF AVOIDING THE PANGS OF POVERTY.

(TRANSLATION.)

AT this time, when the general complaint is that "money is scarce," it must be an act of kindness to inform the moneyless how they can reenforce their purse. I will acquaint all with the true secret of money-catching—the certain way to fill empty purses—and how to keep them always full. Two simple rules, well observed, will do the business.

First, let honesty and industry be thy constant companions.

Second, spend one cent every day less than thy clear gains.

Then shall thy purse soon begin to thrive, thy creditors will never insult thee, nor want oppress, nor hunger bite thee, nor nakedness freeze thee. The whole hemisphere will shine brighter, and pleasure spring up in every corner of thy heart. Now, therefore, embrace these rules and be happy.

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GETTING AFTER TRADE

For a growing concern to constantly maintain their regular trade and to get new customers requires considerable thought and energy. A consistent following up of a list of names brings results that amply repay the effort put forth. The Barrett Hardware Co., Joliet, Ill., a month ago sent out to their farmer patrons, and prospective customers, the circular letter reprinted herewith. It was printed in imitation typewriter type. It will be noted that details concerning the Fencing are given, the reason why it has long life, etc. The letter follows:

DEAR SIR—Fencing is one of the most important problems with which the modern farmer has to contend. Wire has, of course, service after more than fifteen years' use. And certainly there is no reason why the heavier and stronger Climax Field Fence should not last even longer.

And the reason of the greater durability of Climax Fence is because then entire fence is galvanized after weaving, and only the very best quality of zinc spelter is used for the purpose. Then for every 100 pounds of finished fence there is about 20 pounds of galvanizing, while in the ordinary fence the galvanized coating represents only about 2 pounds out of every 100 pounds total weight. This makes a difference of ten to one in the character of the rust-proof coating in favor of Climax, which will give

Binder Twine

This is just to advise you that we are now ready to take orders for Binder Twine.

We placed our order early for first quality Standard Twine; the same make we furnished last year.

And, according to our custom, we guarantee you the following interesting prices:

8¾ cents per pound, September 1st; or 8¼ cents per pound, cash on delivery.

Barrett Hardware Co.
Joliet, Ill.

Easy Running Washing Machines

This is a matter in which every woman is interested.

All housewives especially.

Upwards of a dozen of the best makes in the country are at your service when you come to this store to make a selection.

If there's a new principle which assures less wear on the clothes, be sure our machines have it.

If there's a device or method by which the operation of the washer is made easier, that too forms a part of these machines.

Just come in and see them all together, and then decide which will suit you best.

$3.50 to $12.00.

Barrett Hardware Co.
Joliet, Ill.

Interested in Raising Chickens?

Yes, we sell incubators, too.

But we might as well be frank, and tell you they are not the cheapest makes you can buy.

Don't believe you want the cheapest, however.

Certainly we do not care to sell that kind.

Because they wont give you the service you want and have a right to expect.

But the Petalums will. It is made of California Red Cedar, and is a high grade hatcher at a reasonable price. It has many special features which make it superior to all other makes.

We'll be glad to supply catalogue on application.

Barrett Hardware Co.
Joliet, Ill.

FORM OF ENVELOPE CIRCULARS GOTTEN OUT BY BARRETT HARDWARE CO., JOLIET, ILL.

permanently taken the place of the old rail fence. But all too often rusting commences very shortly after the wire fence is erected, and the days of that fence are numbered, for the life of the wire is in its galvanizing and early rusting is due both to the poor quality of the galvanizing material and the very thin coating frequently put on the wire.

Appreciating these facts, we have spent several months in a thorough investigation of the merits of practically all the fences now on the market, and at last have a fence which we can recommend to our customers as being everything a really good fence should be.

It is the Gilbert & Bennett Climax Field Fence, made by the same people, and by the same process, as the famous Climax Poultry Netting. We know of many instances where Climax Poultry Netting is still giving good you some idea of its better lasting quality.

Certainly such a fence will withstand rust many years after the fence made of so-called "Galvanized" wire has become a total wreck. And to show our own faith in the high quality of G. & B. Climax Field Fence, we are perfectly willing to give each purchaser a guarantee that it will not rust for ten years, at the same time believing it will give excellent service for twenty to twenty-five years.

So, if you are interested in securing the best fence to be had; if you want to greatly reduce the ultimate cost of your farm fencing; if you want to get the greatest possible fence satisfaction, just come in and let us tell you more about this splendid fence.

Yours very truly,

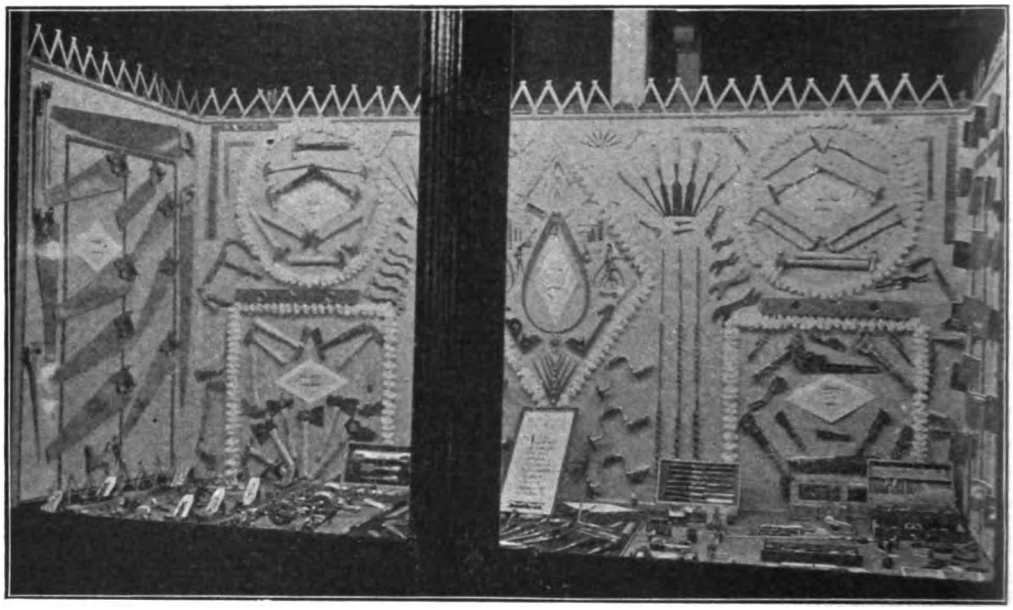
BARRDTT HARDWARE CO.

The company also have envelope enclosures

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which they send out, each one complete in itself. We reproduce three of them in this connection. Others refer to Paint, Cream Separators, etc. The original size is 3⅛x6 inches, printed in a dark blue or purple ink on a white rough-surfaced paper. The impression created is favorable, even before one reads what is printed thereon. The saying, "If you want business, go after it," is certainly emphasized in what the Barrett Hardware Co. are doing.

It is not too early to go after the country trade and endeavor to interest them in what are called "city conveniences." The Barrett people got out a folder, entitled "City Comforts for the Country Home," which we reproduce herewith in type form:



TOOL WINDOW DISPLAY BY BARRETT HARDWARE CO., JOLIET, ILL.

There are a great many people nowadays who are living outside of the cities and yet are enjoying all the comforts of city life. One of these comforts is a heated house. Country homes may be successfully and economically heated with either a Hot Air Furnace, Steam or Hot Water. Any one of these systems are easily installed in houses already built with very little inconvenience to the occupants of the house.

You would be surprised to know how little dirt we make in putting them in old houses. It is not necessary to tear up everything, only a little here and there, and we put everything back in fine shape.

Only one fire to take care of and that in the cellar out of the way. Have you ever thought how much it means? No ashes to carry out of the living room; no coal to carry in; no cold halls; no shivering as you dress in the morning; no draughts; your house is heated just as you wish it. When you want a room warm, turn on register or radiator; when you are through with the heat, turn it off.

If you have never given this subject any thought or investigation, you have no idea how cheaply and easily it can be done. Once done you would never be without it at any price. Ask some of your friends who have tried it. Let us give you an estimate on the work. We consider it no trouble to look over your house and give you a figure even though you do not decide to put in a heating plant.

A heater having been installed in your house you are prepared for a bathroom and plumbing.

What would be more exhilarating than a bath in a nice, white enameled iron tub after a hard day's work in the heat and dust of a July day—or on a cold winter's day, you may have plenty of hot water in your tub by simply turning a faucet.

Connect the kitchen sink and give the good housewife the convenience and pleasure of plenty of hot water when she wants it and as she wants it. It will be a pleasure to give you all the information we possess as to your particular wants, just for the asking.

We guarantee all our work and are

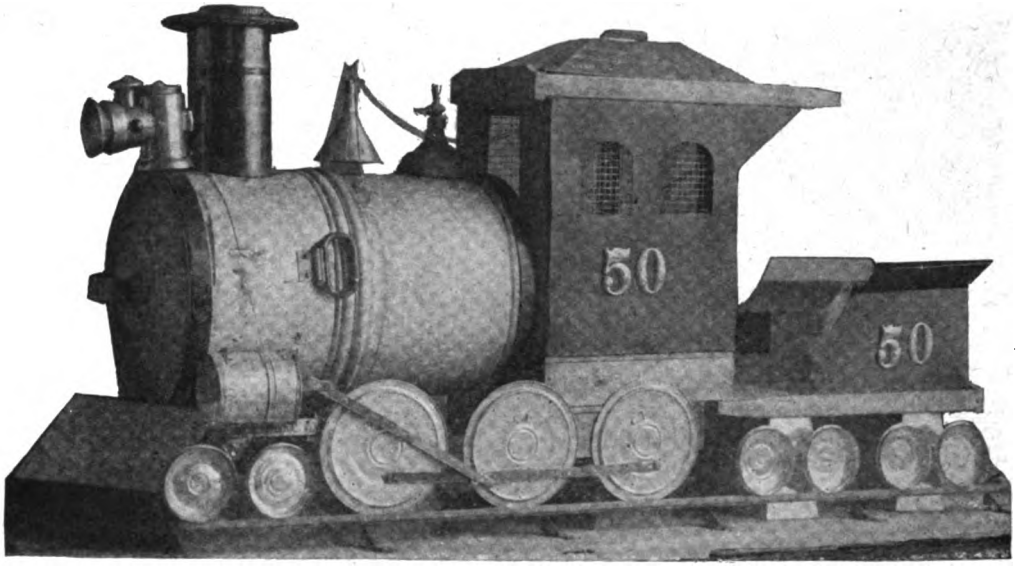
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sure we can please you. We have fitted up a great many country homes most satisfactorily and have yet to know of any one who regrets the outlay or would omit his heating apparatus and plumbing conveniences for double the cost.

After one reads the above it almost makes him wish he was living in the country, so he could spend the money to install the articles referred to and enjoy the benefits mentioned. When you can get a person in that state of mind you have almost got your hands on the order. Go after business similar to this and catalogue houses will not bother you much.

A Hardware Locomotive

An attractive window display was gotten up by Aug. Melohn, 50 East Belmont avenue, Chicago, Ill., representing a locomotive.



A HARDWARE LOCOMOTIVE DESIGNED BY AUGUST MELOHN, CHICAGO.

It attracted much attention. A garbage can set on a one-burner gas plate was used for boiler; a bicycle lamp was used for headlight; a funnel and picture chain served as bell and bell strap; a gas cock stood for whistle; the cow catcher was made from a piece of tin; tin pot covers were employed for drive wheels; a 5-foot rule inserted into a pint pail was used as drive wheel bar; a pint pail was utilized for steam chest; the cabin was made from four ash sifts; a wash board and a roasting pan were the top of cab; the sides were made from roofing paper; the tender was made from roofing paper tacked on a washboard; six bread pans were the wheel supports; pint pail covers answered as wheels; aluminum house numbers were put on cab and tender; 5-foot barn door track did duty as railroad track; the smokestack was made from 5-inch pipe and a pipe ring.

Editor's Note—An addition could have easily been made to this display by having steam come out of the gas cock whistle, making a connection with a closed vessel that contains boiling water.

Good Advertising Out of Misfortune

Between midnight and daybreak of a recent night some person threw a limestone rock about a hen's egg size through the Hardware show window of W. A. Guenther & Sons, Owensboro, Ky., and thereafter immediately took Pistols to the value of $300 and a few minor items. Including this loss and replacing the plate glass window, the concern was out about $80. Knowing there was no use of "crying over spilled milk," the concern at once proceeded to fill the window with revolvers and other guns of higher value than those in the window at the time of the robbery. On one card was the following in large letters: "This is the Rock that got Four Guns last night." On another card, which was partially covered with a lot of silver dollars, was written: "These are the Rocks that it will take to even get one Gun hereafter." Then followed the signature of the concern. Naturally, the window attracted a great deal of attention; during the week possibly several thousand persons came to view the broken glass. By this means the firm turned their misfortune into an advertisement that resulted in recouping at least a portion of the loss sustained. This incident will show to what good advantage a wide-awake concern can make out of what is usually considered a piece of misfortune.

A Razor for "Social Purposes"

Sah, Boss, I'd like a razher.
What kind, Sambo? A Safety?
No, sah, just want one for social purposes.

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BUSINESS METHODS IN A HARDWARE STORE

By W. H. Stepanek.

In these progressive times, when modern and original ideas are being so steadily advanced and business questions are so frequently discussed by men in all walks of life, no Hardware man can afford to miss such a convention as we have. The question of profitable salesmanship is one that is constantly before the retail dealer. Having his business well understood, his trade partly established, and wishing to satisfy his customers and pushing for more, he knows that an exact system in his store will reduce friction to a minimum in handling his customers, and will further his sales as perhaps no other factor will do. What then about his system? He wishes to avoid insane simplicity of little worth, and red tapeism—a positive damage—and to further sales by a comprehensive and smoothly running system between the two-mentioned extremes. It is for the reason that taking stock in the retail Hardware business is such a Herculean task that the Hardware man has become discouraged at the outset when the question of system in his business is broached. Inventory has always been looked upon as the first and necessary step in order to properly regulate one's profit and call attention to losses, and study of the business as regards the selling end. But inventory at frequent times is not possible in this business by reason of the immense amount of work it entails.

How is a Hardware man to keep close tab on his sales? How is he to know whether he is making or losing money in his tin-shop or sporting goods department? How is he to know whether he is getting all that is due him in his house furnishings department. Are his average profits being sustained in the Hardware Department. To be master of one's craft, to have one's hand on the helm and be able to read the compass correctly, one must be able to make comparisons every day, week or month. These comparisons are and must be of vital necessity in scanning the business horizon for sales—how they can be most profitably made. If this is not possible, the leaks are liable to sink the ship.

It is a relief for a Hardware man to be able to leave to his bookkeeper what formerly required many minutes or hours of his own time each day. It is a relief not to answer many questions throughout the day. It is a relief, in a word, to reduce his business to such a system that he will have the leisure to work out new preparations, formulate new plans to interest the buying public and advance his business until, unharassed by a thousand petty details, he will find himself growing and expanding. Did you ever stop to think how much your own presence is required every moment at your work; how dependent your clerks are on you for prices; how many kicks you have from your customers because so often no two clerks charge the same for an odd quantity of an odd article? How often your memory serves you badly in buying and selling goods!

INTEREST THE CLERICAL FORCE.

One of the means of effecting sales in any line of retail trade is to interest the clerical force in the work of selling. Once thoroughly interested in their work and in the welfare of the employer and his business, their capacity for salesmanship increases in a direct ratio with their interestedness. When the Hardware man has taken the initiative and shown the clerks what system means and the labor it saves, they will be stimulated to take interest in his business, they will add their own personality to the work, suggest and give ideas, and be a constant source of help and pleasure and not a source of constant irritation to their employer by negativeness and dependence for every petty detail connected with their work. No business man can ignore the importance of cost and selling prices, and prices should always be kept uniform. Under no circumstances should the clerks be allowed to make special prices. As they have no excuse for not knowing the regular price, a customer may be sure of being charged the same price for any article or any quantity of goods, no matter by whom he is served.

AN IMPROVED BOOKKEEPING SYSTEM.

At first thought, one might feel that to adopt a system to cover the above outlined plan might require too much work. But he will be surprised to find how little time and energy the head of the business will have to devote each month to accomplish this. I have been using such a system in my Hardware business for the last ten years, and have found that it filled a long-felt want. The plan is so simple that a boy or girl out of high school can take it and with but little study is soon fitted to take hold of the work. When in book form there will be given illustration and detail of sales, charges, cash and journal department, ledger, invoices, credit memoranda, goods returned, continuous inventory, recapitulation of departments, expense reports, report on salesmen, tin-shop, etc.

No Hardware merchant can afford to shut his eyes to the progress that has been made within the last few years in accounting methods. If he wishes to keep pace with the times, he will carefully study the uses and advantages of the system that is fast coming to play an important part in modern and up-to-date Hardware business methods. He will study how he can utilize this method to best advantage in his own store, and by expending

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a little thought, he will be greatly surprised at the improved services this system will bring him. It will stop losses and leaks in his business. It will increase his sales by friendly rivalry among his clerks. It will keep his clerical force from forgetting to make charges. It will show him the daily sales of each clerk and how many sales are made. It will show him the daily profit. It will enable him to check up the daily sales. So many salesmen are inclined to cut prices, but with this system he will have complete check on his clerks. It will be to him what no cash register can possibly be—a positive tab on the cash as well as the charges. It will give him a continuous inventory. In case of fire, adjustment is made easy, for with but little figuring an accurate inventory at the time of the fire is obtainable.

To carry on the work just outlined will not require more than fifteen to eighteen minutes extra daily in a Hardware business of say, $40,000 to $50,000 annually. It will show him at the end of each month just how much he is making in each department, thereby giving him opportunity to curtail or cut out unprofitable departments. It will guide a buyer, as he knows how much goods he has in each department and can refer back to preceding months or years for comparison. This system provides for invoices and credit memoranda with outlines for twenty departments. Goods returned. Continuous monthly department inventory. Expense report. Report on salesmen, their sales and number of customers waited on. Methods and details in tin-shop and cost of and price charged for work. Selling goods on the instalment plan. Lease and collection system fully explained.

This system I have been using for ten or more years, and it embodies many valuable features not generally used by Hardware merchants, and is very simple in plan.

A County Fair Display

Displays at county fairs, where they are properly conducted, and where local conditions favor, are still considered good advertising when properly done. The exhibition made by the Hollister Hardware & Plumbing Co., Cortland, N. Y., at the last county fair was commendable. As the firm name indicates, a plumbing and a Hardware business is conducted, a separate store for each. Electrical supplies are also carried in the plumbing store. The illustration herewith shows one section of their booth at the county fair; articles are so clearly shown that enumeration is unnecessary. The business of the concern is conducted along modern lines. Show windows are kept in excellent condition. Their advertising methods are along peculiar and effective lines.



DISPLAY AT COUNTY FAIR BY HOLLISTER HARDWARE & PLUMBING CO., CORTLAND, N. Y.

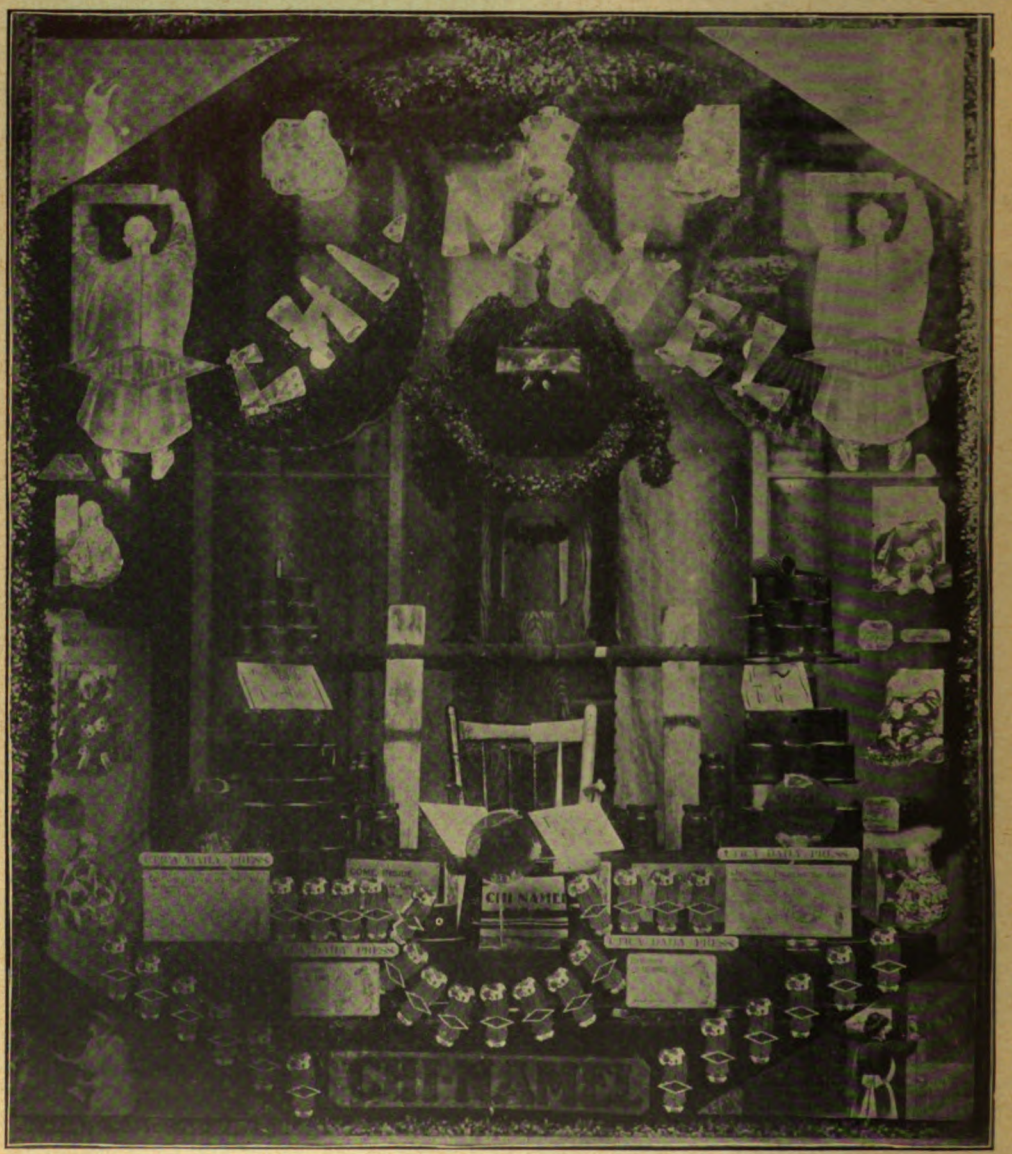
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A Utica Window Display

To the Editor:

We are sending you photograph of a Chi-Namel window display which we have in our store. The figures of the Chinaman are made from advertising hangers and pasted on work in the floor of the window under the chair, showing the three processes which were used in applying this material.

On either side of the window are pyramids of Chi-Namel, and Graining Tools are displayed with which the work shown on the ob-



A "CHI-NAMEL" WINDOW, WRIGHT-DANA HARDWARE COMPANY.

the window. It will also be noticed there were two large ads. from one of the local papers which were pasted on the window. The circular papers above the advertising marked "first coat, Flat Yellow; second coat, Graining Compound; third coat, colored and clear Chi-Namel," have pieces of white tape attached to the back, as will be seen indistinctly on the center one, running to the piece of graining ject in the center-rear of the window is produced. This object referred to is an imitation of a Chinese Sedan Chair which we constructed, the graining work being done on common white pasteboard and made to look like a piece of oak.

The little chair in the very center of the window is over 100 years old and belongs to the writer. This was used to show how an

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old article can be made to look like new, and, as you can notice, has a variety of colors on it, as follows: The lighter color shows the Flat Yellow, or first coat; then the dark color on one part of the chair is Porch Red and on another part Porch Green, which, of course, does not show in the photograph.

There are cards placed on the chair calling attention to these facts, although they are somewhat indistinct in the photograph. For instance, on the right-hand side of the chair is a card which reads, "This is it—Chi-Namel"; another card reads, "Porch Red," etc.

The back of the window, at the upper part, was decorated with Chinese fans, umbrellas, lanterns and crepe paper, and boards showing the different colors of Chi-Namel applied after the graining had been done, representing rosewood, mahogany, etc.

This window attracted a great deal of attention, and used in connection with its companion window on the lower side of the entrance, in which we had a woman demonstrating at the same time, effected very large sales of these goods.

On the two Saturday nights during which this demonstration was in progress, it was necessary for the police to clear the sidewalk in front of the entrance to our store, so great were the crowds attracted.

WRIGHT-DANA HARDWARE CO.,
A. J. Lowery.

Reads the Magazine from Cover to Cover

We read your MAGAZINE from cover to cover and learn something constantly from carefully reading same. Would not do without the HARDWARE DEALERS' MAGAZINE. The Hardware business being entirely new to the writer, you can readily see what a great help the MAGAZINE is to me.

WILDER BROS.

Treat all customers alike, rich or poor, black or white. Remember, they are all human, and with that same kind, courteous treatment you will have them on your list as "regulars" forever.

The Buyers' Creed

I believe in having goods in stock when they are called for. This is the first duty of a good buyer.

I believe in being out of goods when the season is over. This is the second duty of a good buyer.

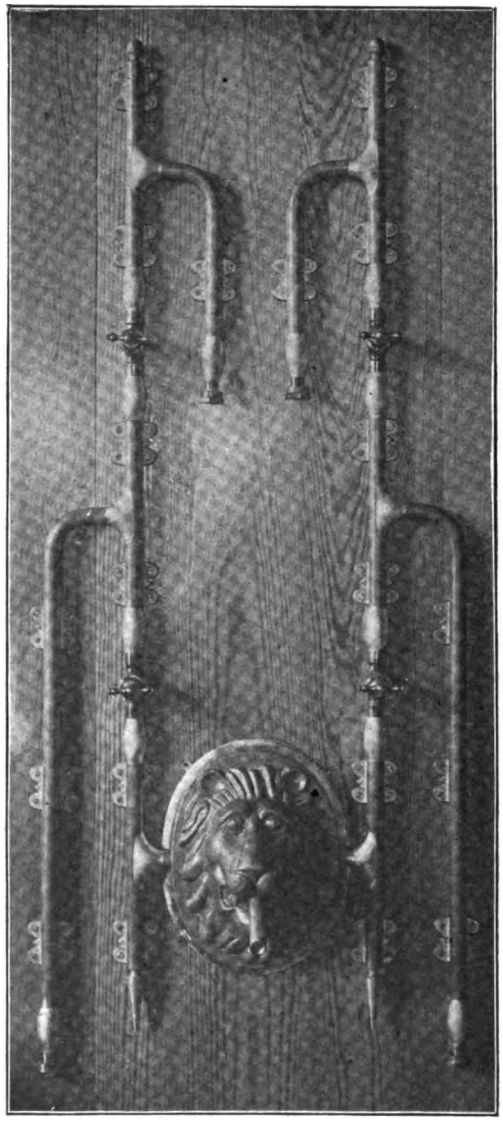
I believe in getting the extra five per cent. when I can. This is the third duty of a good buyer.

Modesty may be a splendid personal virtue, but it is out of place in business. If you have a good article to sell, don't be too modest to say so.

Plumbing Handiwork

To the Editor:

We are sending you a photograph of a piece of plumbing work done by one of our plumbers, Mr. E. J. Sallenbach. It is a portion of the equipment of a bathroom. The pipe and fittings are of standard stock variety. The



chief point of interest centers in the lion's head, the mouth being the outlet for the tub. Above the lion's head will be the outlet for the shower. This lion's head was hammered out of a heavy piece of sheet lead by hand, without moulds or pattern of any kind, having as a guide merely a flat printed picture of a lion.

J. C. ZINSER HARDWARE CO.

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Salesman Who Is a Success

The only salesman who is a success or who goes up, is the one who does the very best he can regardless of the effect it has on his salary. A good plan to follow is to check up at the end of the week and try to decide on what new things have been learned about the goods, the store and handling customers.

Most salesmen want the salary before they are entitled to it. Get the ability and the salary will come as a matter of course.



SOME PHILADELPHIA NEWSPAPER ADS.—NOTICE THE EYE-CATCHER ILLUSTRATIONS.

No matter how good the quality of your goods may be, the people will never know it unless you tell them. Advertising is the soul of a successful business and the keystone of its prosperity.



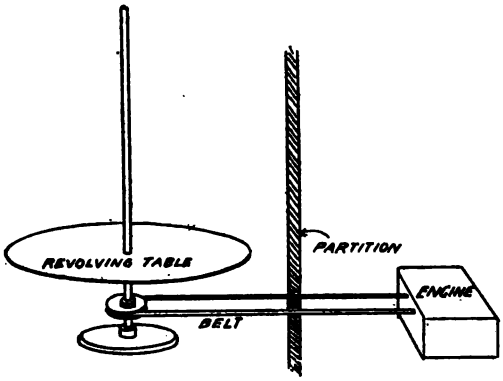
GOOD NEWSPAPER ADS. REPRODUCED INTO ENVELOPE ENCLOSURE FORM ON COLORED PAPERS.

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HARDWARE STORE EQUIPMENT

Displaying Seasonable Goods

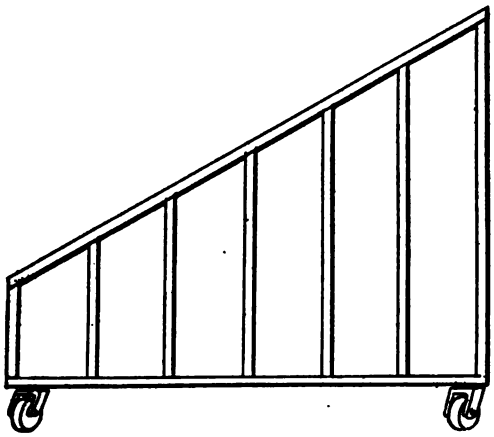
I display screen doors by hinging them to a 2 x 4 and also hinge each door to another. In this way they can be closed up, taking but little room, similar to a folding screen.



REVOLVING PLATFORM IN WINDOW.

Window screens I put in a rack that is provided with casters. This rack is made of strips 1½ x ½ inch, with a partition between each size.

In displaying garden tools in the show window, I have a circular platform three feet in



RACK FOR WINDOW SCREENS.

diameter, with a center post. The platform revolves, the power being furnished by a hot air engine located inside the store. There is a pully underneath the platform and a cord is used for a belt. This method attracts considerable attention, and the platform can be used for other purposes.

S. O. CUMMINS.

Displaying Farm Tools

We have not found a very satisfactory way of displaying window and door screens. We believe, however, that goods well displayed are half sold and always take advantage of any suggestions along this line. As we are located in a small country town and as our store is about like the average store in a town of this size, our display room, especially our window space, is limited. However, we believe in using what we have to the best advantage. We change our display about every week or 10 days.

The writer's experience with displays has been that the more original and out of the ordinary the display, the more it attracts, and this is the motive of any window display. We often find ourselves awake at nights, thinking up something for window display that will be different from the other fellow.

In regard to displaying garden tools, we have a display in our window now which is very suggestive and which is doing good work. Our window space is about eight feet wide and three feet deep. We put an inch strip around this space and filled with good black dirt. As we need the light from the window, we cannot use solid background, but instead, we built a miniature woven wire fence, and in this space and on the dirt is a very good foundation for garden tools, garden plow and a number of packages of seed will add to the reality of display. If window space is large enough we would suggest a typical farm scenery, including house, barn, fences, windmill, etc.

By all means be original and show by your displays and advertising that you are a leader and not an imitator.

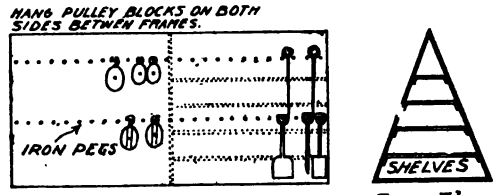
In making up displays, you will find just such suggestions as this and many others by reading carefully your MAGAZINE, and then adding to or changing to suit your particular case.

BONDURANT HARDWARE CO.,
Frank E. Scott.

Displaying Goods

To the Editor:

In the displaying of door screens we have many ideas. One season we displayed them as per sketch herewith, taking three or four styles that a dealer may have, attaching T-hinges to the doors and then arranging



GARDEN TOOL RACK.

them on a board 7 feet high and about 5 or 6 inches wide. In this way you can swing the doors to good advantage and display them in a proper manner. This year we are going to insert two casters in each sample of our doors and keep the doors in stalls purposely made for them. We never believe in carrying a full stock of doors, as they take up valuable room.

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We always arrange samples and sell from them. By the use of casters on doors we can roll them around and we think it will be a much better way than we have been doing.

We have always displayed window screens in racks built for the purpose. Certain size racks for certain size screens.

We enclose sketch of our garden tool rack. On this rack we spent considerable time and thought. Judging from previous experience, we believe we have an ideal rack, one that takes up but little room and on which can be displayed a full line of garden tools—rakes, hoes, etc. Between the sides on one end we arrange shelves in which we have placed boat oars, long shovels and hoe handles, etc. Here we also hang our tackle blocks.

F. A. HULL & SON.

APPROACHING CUSTOMERS

When it is possible I always greet my customers at the door and ascertain their wants. After the purchase is made, if I have something new I will work it in the conversation; otherwise I talk seasonable goods. Very often when customers "look around" they are seeking a present for a friend, and in such a case I endeavor to assist them by mentioning articles suitable for gifts. I first find out whether it is for a lady or a gentleman, and then act accordingly. L. HOELTJE.

Good Advice from an Experienced Hardwareman

If possible a customer should be met at the front door with a pleasant smile, a word of greeting, and a warm clasp of the hand. This is especially important with the farmer who greatly appreciates these little courtesies. He naturally warms up to the merchant who shows enough interest in his home affairs to ask about them. Perhaps the city man is equally susceptible to this kind of flattery, but the chances are he will be more reserved in showing it. It pays to remember the little incidents that are constantly happening to one's customers and when the chance occurs refer to them in a friendly way, congratulating him on his good fortune or expressing sympathy for his losses.

This attitude should be real and not merely assumed. It can be as easily cultivated as a taste for history, science or any other branch of learning, and should be more for the effect it will have on our own characters than for financial gain, though that will come.

If we look as though we were glad to see him personally when a customer comes in, the chances are that we will feel a little glad, and will perhaps speak a little more pleasantly than we otherwise would. If we let our mouths stretch in a "wide expansive smile" the reflex action will cause the smile to sink in and make us feel the better for it. This is easily tested. If we screw our features up into a glum sour scowl and then let it relax and broaden into a sunny smile it will show instantly the effect of the facial muscles upon the spirits. Try it.

Yes, we should meet the customer at the door, meet him cheerfully, and as a friend. The clerk who waits for a customer to come back to where he has taken root, or until he stops at some certain line of goods in which he is interested, is not a salesman; he is only a waiter, and not a good waiter at that. He should be given a week's wages and advised to seek a more restful position.

If occasion offers the salesman should always call the customer's attention to any other articles he thinks may appeal to him, or, as a matter of general interest, unless he appears to be in a hurry, when he should be thanked and invited to return.

When a customer seems to have come in just to "rubber around" he should not be followed too closely, as this is offensive to some people, but his actions should be noted, and when his interest seems to be awakened the salesman should happen around just in time to call his attention to the good points of the article attracting his attention. To show goods merely as an object of interest, yet in such a way as to excite the customer's desire to possess it, is real salesmanship.

The good salesman should be neat and clean, but not foppish; attentive, but not obsequious; polite, but not servile; cheerful, but not boisterous; show interest in his customer's affairs, but not curiosity; endeavor his utmost to effect a sale, without being too insistent; have the utmost faith in his wares, know all their talking points, and be able to express them in an agreeable way.

T. J. Mathews.

When a Customer Enters Our Store

When a customer enters our store we mean to have our clerks greet the customer and ascertain what the customer is interested in or wishes to buy. After the customer has made a purchase we do not, as a rule, suggest or try to sell other goods unless it is some one we are very well acquainted with or the goods happen to near where they are trading, and then it would be only such goods as we thought they might be interested in. If we have a novelty or a specialty that is attracting the attention of the public we are very apt to call attention to such an article. If a customer wishes to look around we think it better in a general way to allow him to do so without any one accompanying him. We think a clerk can use a lot of discretion in cases of this kind; some people wish to have suggestions made, others prefer to be let alone.

LYON & EWALD.

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Interior View of Store of Stepanek & Vondracek Hardware Co., Cedar Rapids, Iowa.

Just a little bit of experience is sometimes worth reams and tons of theory in reference to advertising.

Experience is a good teacher, but it is a great thing to be able to learn from the experience of others.



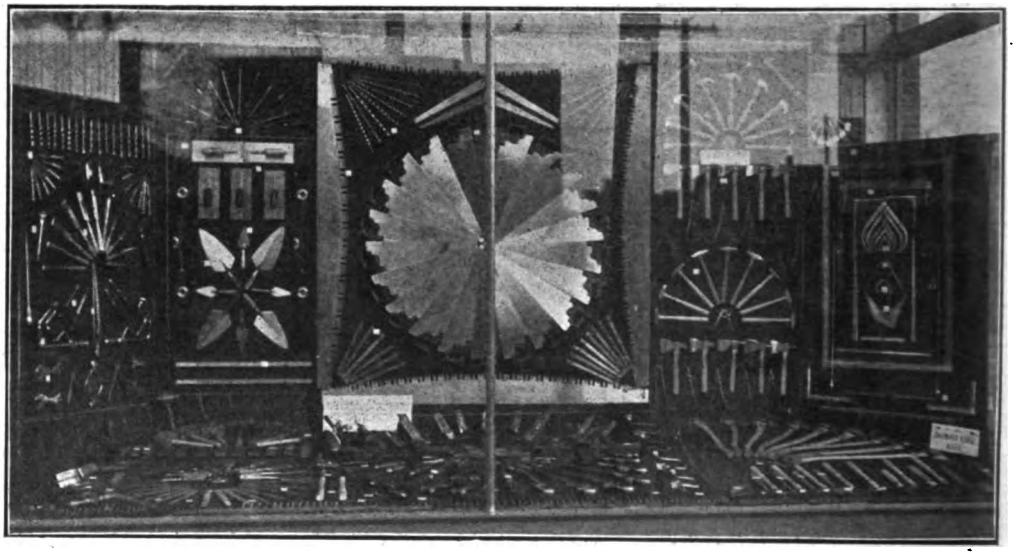
Stepanek & Vondracek Hardware Co., Cedar Rapids, Iowa, Showing Sporting Goods Department.

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Oklahoma Window Displays

Harry Mead Co., Shawnee, Okla., have some good window displays during the various seasons of the year. A spring goods display of lawn accessories is shown in this connection. The hose is shown in various coils at the side and back. Lawn mowers, grass hooks and shears, etc., are in the foreground. To represent a lawn earth was placed in the window and some artificial flowers gave a natural appearance. The green grass appearance was simulated by dyed excelsior, and the bright colors of the flowers and decorated lawn mowers gave an effect that no photograph can reproduce.

A tool window display shown a short time ago is also reproduced herewith. A large circular saw occupies the center of the window,



TOOL WINDOW DISPLAY BY HARRY MEAD CO., SHAWNEE, OKLA.

while the frame is made up of cross-cuts, with bits, hack-saw blades, etc., around same. Panels in the background and sides show trowels, bits, chisels, hammers, hatchets, dividers, squares, braces, wrenches, etc. On the floor of the window are artistically arranged monkey and pipe wrenches, axes, hammers, mauls, planes, etc.

How a Clerk Can Increase His Salary

Your salary comes out of the gross profits you make for your employer. Make more money for him and you will make more money for yourself.

Study every customer and cultivate his acquaintance. It will help you increase your sales.

Learn the name of each customer who comes into the store.

Calling a person by name goes a long way toward breaking down that barrier of reserve which otherwise is so hard to get around.

Be glad to see people when they come in. It's just as easy and you'll feel better and so will they.

Show goods to your customers as you would to your friends. Get out anything and everything which you think will interest them. Help make the selections and don't get restless or impatient while the customer is deciding what to buy. It has spoiled many a sale.

When you know a thing from "A to Z," you get enthusiasm and sincerity into your talk. Your argument is convincing and it's easy for you to sell goods. But it's hard work and it's unpleasant, too, trying to sell something you don't know anything about.

Don't argue with customers. Give them the benefit of your experience and advice, but don't try to force upon them goods they don't want.

Don't make claims for your goods that you know the goods won't back up. The customer finds out the truth in the end and few customers will let you have a second chance to give them the worst of it.

Try to send every customer away satisfied. A satisfied customer is the kind that comes back.

Don't hide the "stickers" under the counter. Get them out and try to sell them. Often the proper display of an article means the difference between "sellers" and "stickers."

Any one can sell new, well-advertised goods, but it takes a mighty good salesman to keep the odds and ends and hard sellers cleaned up.

Be a salesman, not a clerk. Learn to do things. Have a little initiative. Don't always wait to be told.

Look around and see what there is to do—and do it. That is the kind of man who gets ahead nowadays.

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Don't forgot about the store the minute you get outside. Keep it in one corner of your mind all the time.

You often have a chance to drop a hint among your friends about new things "down at the store." It can't do any harm and may make business.

Get into the habit of doing these things. You know the way to get more money is to "show" your employer you are worth it.

Flint Knapping

At Brandon, in Suffolk, England, there still survives an industry nearly as old as creation itself—the industry of flint-knapping—that is, the chipping of flints for old-fashioned gun-locks and tinder-boxes. The method employed to-day is precisely the same as that which our Neolithic ancestors must have used to prepare their flint arrow-heads and knives.

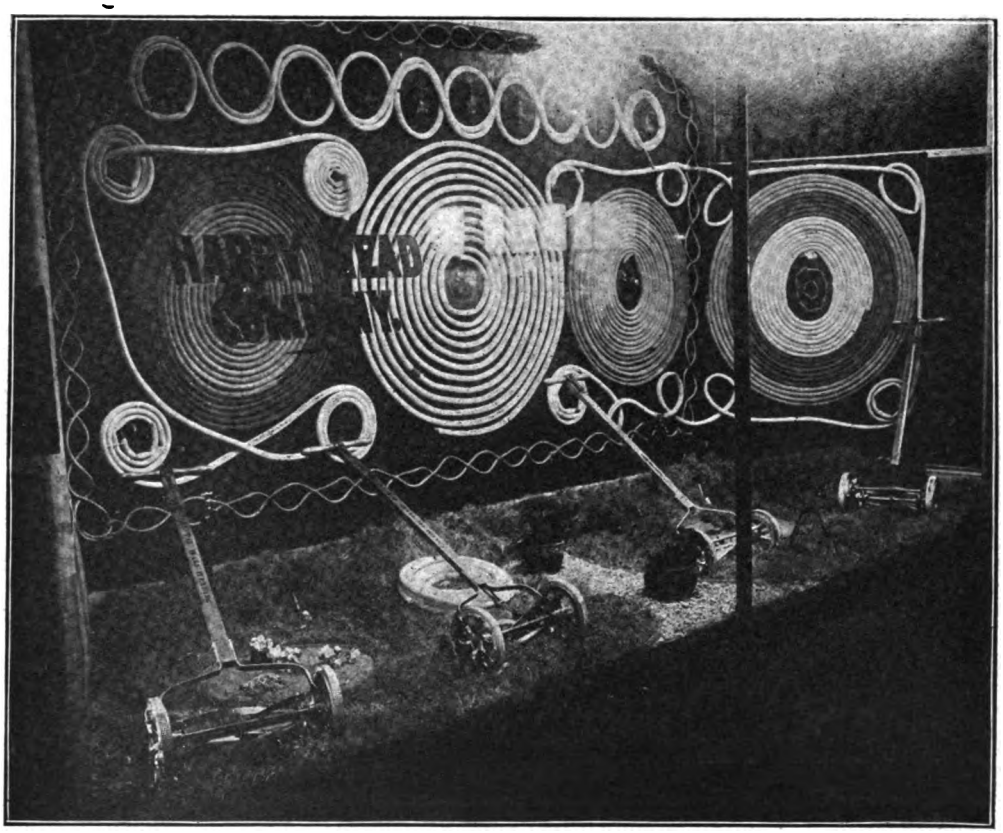
Eighty thousand prepared flints are turned out every week by the dozen or so of flint-knappers who still ply their ancient craft at Brandon. The method of working is as follows: Huge blocks of the black flint are split into quarters with a heavy hammer, each quarter is flaked into small, sharp pieces, and finally each flake is trimmed or knapped into double-backed squares with a peculiar sharp-edged striker. This is done with the rapidity of a steam hammer. A single worker can turn out as many as 2,000 flints in a day.

Most of the flints are exported to South America and West Africa, for the use of trappers and dusky warriors who have no more modern firearms than the flint-lock muskets of a hundred years ago.

But in former days the British Government was the chief customer of the Brandon flint-knappers, who supplied the whole British army with gun-flints. And even now the government occasionally finds a use for these flints, for during the last Boer war 16,000 flints were supplied to the troops at the front for use in tinder boxes.

Many flint-knappers earn about $10 a week. In the heyday of the craft the earnings were much greater, and there are old men in Brandon who will tell you of the days when the flint-knappers used to parade the town on a Saturday night with £5 notes pinned to their caps.

There is one very serious danger in the flint-knapper's trade. It, in many cases, tends to produce consumption. The knapper inhales minute particles of flint, which cut into the tissues of the lungs. The work is well paid, and there are always men to do the work.



LAWN ACCESSORIES DISPLAY BY HARRY MEAD CO., SHAWNEE, OKLA.

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Bulletin of New Dealers

(REQUESTS FOR CATALOGUES AND INFORMATION.)

Special reports have been received at the office of the HARDWARE DEALERS' MAGAZINE from the following new dealers (or change in style of firms) since last bulletin, stating the goods which they handle or expect to handle. These reports are sent to us direct from the dealers themselves, and are therefore reliable. They want the latest catalogues, special circulars or price-lists relating to the classes of goods they handle. The numbers indicate classes of goods handled.

1 Builders' Hardware
2 Machinists' Tools
3 Carpenters' Tools
4 Cutlery & Plated Ware
5 Tinware
6 Woodenware
7 Rope and Twine
8 Pumps
9 Agricultural Goods
10 Bicycles
11 House Furnishings
12 Guns and Ammunition
13 Building Papers
14 General Hardware
15 Electrical Supplies
16 Automobile Supplies
17 Factory Supplies
18 Stoves and Ranges
19 Furnaces
20 Saddlery Hardware
21 Vehicles
22 Lead and Iron Pipe
23 Tin Plate and Metals
24 Cabinet Hardware
25 Horse Shoes
26 Plasterers' Tools
27 Paints and Oils
28 Glass and Putty
29 Blacksmiths' Supplies
30 Fishing Tackle
31 Sporting Goods
32 Butchers' Tools
33 Hose
34 Weather Strip
35 Belting
36 Lawn Mowers
37 Lamps
38 Oil Stoves
39 Stationers' Hardware
40 Refrigerators
41 Shoe Nails, Soles, etc.
42 Wood Mantels, etc.
43 Plumbers' Supplies
44 Steam Fitters' Supplies
45 Yacht & Boat Hardware
46 Washing Machines
47 Incubators

Arkansas

Mulberry: Mulberry Hardware Co.
Retail (recently incorporated), 1 to 5, inc., 7, 8, 9, 12, 13, 14, 18, 21, 22, 25, 26, 29, 30, 41, 44, 46.

California

El Centro: El Centro Hdwe. & Impt. Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 20, 21, 22, 24, 26 to 33, 36, 38, 40, 43, 44.

Colorado

Grand Junction: Ross Hdwe. & Supply Co.
Retail (succeeded John Wright Hdwe. Co.), 1 to 8, 10, 12, 14, 18, 22, 24, 25, 26, 28 to 36, 38, 40, 44, 46.

Las Animas: The Tyson-Branson Hdwe. Co.
Retail (succeeded H. W. Vigar), 1 to 9, 12, 14, 19, 21, 24, 26, 27, 28, 30, 36, 38.

Saguache: Alexander Hdwe. & Lumber Co.
Retail (succeeded Lawrence & Williams), 1, 3, 4, 5, 7 to 10, 12 to 14, 18, 20 to 22, 25 to 35, 37, 41, 46.

Idaho

Cottonwood: John Hoene.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 21, 22, 25, 27, 28, 29, 31, 33, 35, 37, 41, 43, 44.

Grangeville: Elmers-Wood Co., Ltd.
Retail (succeeded Earl G. Wood), 1 to 9, 12, 13, 14, 18, 21 to 41, 43, 44.

Rupert: Howell & Towyen.
Retail (opened new store), 1 to 5, 7, 10, 14, 15, 18, 24, 29, 32, 37, 38.

Illinois

Itasca: Frank W. Kirchhoff.
Retail (succeeded Aug. Tonne), 1, 3 to 12, 14, 15, 18 to 22, 24, 30, 31, 33, 35 to 39, 43, 44.

Rockford: Forest City Hardware Co.
Retail (opened new store), 1 to 7, 11, 13, 14, 17, 18, 19, 23, 26, 30 to 34, 36, 38, 40, 43, 44.

Rockford: Lawson-Peterson Hardware Co.
Retail (succeeded Lawson & Peterson), 1 to 7, 10, 14, 18, 19, 23, 24, 26, 33, 34, 36, 38, 40.

Indiana

Sullivan: Scott Hardware Co.
Retail (formerly Scott Bros.), 1, 3 to 8, 10, 12, 13, 14, 18, 19, 21, 22, 25 to 29, 33 to 36, 38, 40, 41.

Winchester: C. E. Magee & Son.
Retail (formerly Hobbick & Magee), 1, 3 to 8, 11 to 15, 17, 18, 19, 23 to 38, 41, 43, 44.

Iowa

Elliott: D. C. Reynolds.
Retail (formerly Reynolds Bros. & Carson), 1 to 7, 10, 12, 14, 15, 18, 21, 23, 26, 29, 30, 31, 36, 38, 41.

Riverside: Heitzman & Thomann.
Retail (formerly R. H. Heitzman), 1 to 12, 14, 16 to 26, 29 to 38, 40, 41, 43, 44.

Waterloo: H. D. Bachtell.
Retail (opened new store), 1 to 5, 7, 10, 14, 18, 19, 23, 26, 30, 31, 32, 33, 36, 38, 40.

Kansas

Downs: Blankenship & Hahnenkratt.
Retail (formerly J. W. Blankenship), 1 to 5, 7, 8, 10, 11, 12, 14, 18, 19, 22, 23, 24, 26 to 38, 40, 41, 43, 44.

Humboldt: E. W. Trego.
Retail (succeeded Leming & Martin), 1, 3, 4, 5, 7, 8, 9, 12, 14, 18, 20, 21, 22, 23, 25, 30, 31, 33, 36, 37, 40, 43, 44.

Laharpe: T. B. Shannon.
Retail (opened new store), 1, 3, 4, 5, 7, 8, 9, 11, 12, 14, 18, 21, 30, 31, 33, 36, 38, 40.

Lyndon: Lyndon Hdwe. & Plumbing Co.
Retail (succeeded S. B. Johnson), 1 to 5, 7, 8, 9, 11, 12, 13, 14, 18 to 28, 30, 32 to 44.

Ottawa: Franklin County Hardware Co.
Retail (succeeded C. B. Voorhis), 1 to 4, 7, 12, 13, 14, 20, 21, 26, 27, 29, 30, 31, 33, 34, 35, 36, 41.

Ozawkie: N. W. Bramwell.
Retail (opened new store), 1, 3 to 10, 12, 13, 14, 18, 20, 21, 24 to 31, 35 to 38, 40, 41.

Massachusetts

Haverhill: Hanscom Hardware Co., Inc.
Wholesale and Retail (formerly Hanscom

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Hardware Co.), 1 to 4, 6, 7, 8, 9, 12, 13, 14, 16, 17, 22, 24 to 36, 43, 44, 45.

Michigan

Evart: Postal-Becker Hardware Co.
Retail (succeeded Postal-Kleisner Hardware Co.), 1, 3, 4, 5, 7, 8, 12, 13, 14, 16, 18, 19, 22, 25, 26, 27, 28, 30, 31, 33, 36, 38, 40, 41 43, 44.

Grand Rapids: Behler & Cox.
Retail (succeeded John Ten Hopen), 1, 3, 4, 5, 7, 12, 13, 14, 19, 20, 22, 23, 26, 27, 28, 30, 33, 34, 36, 37, 41.

Missouri

Oak Ridge: A. T. Richter.
Retail (succeeded D. W. Peterson), 1 to 8, 11, 12, 13, 14, 18, 22, 24, 26 to 39, 41.

Silex: Z. A. Heisserer.
Retail (succeeded J. P. Mudd), 1 to 5, 7, 8, 12, 13, 14, 18, 22, 26, 27, 28, 30, 31, 36, 38.

Nebraska

Alexandria: Luke Shay.
Retail (succeeded J. J. Roush & Co.), 1, 3 to 7, 9, 12, 14, 18, 19, 26, 29, 30, 33, 36, 37, 40, 46, 47.

Kearney: Wright & Lund.
Retail (formerly J. C. Wright), 1, 3 to 7, 10, 12, 14, 18, 19, 20, 23, 24, 26, 29, 30, 31, 33, 36, 38, 40, 41, 46, 47.

Maywood: W. B. Votan.
Retail (succeeded H. H. Cleveland), 1 to 14, 18 to 22, 24 to 38, 40, 41, 42.

New Hampshire

Portsmouth: Muchemore & Rider Co., Inc.
Wholesale and retail (formerly Rider & Cattor), 1 to 4, 7, 8, 13, 14, 17, 22, 24 to 34, 36, 41, 44, 45.

New Jersey

East Orange: John A. Winters.
Retail (opened new store), 1 to 7, 10, 13, 14, 24, 36, 40, 46.

New York

Brooklyn: Thayer, Wilkinson Co.
Retail (opened new store), 1, 3 to 6, 9 to 11, 14 to 16, 24, 27, 28, 31, 34, 36 to 40.

Ohio

Allensville: Reisinger & Cecil.
Retail (opened new store), 3 to 6, 9, 12 to 14, 18, 20, 21, 25, 27, 30, 37, 41, 46.

Oklahoma

Muskogee: Creek Hardware Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 20 to 26, 29 to 33, 36 to 43, 46.

Waurika: Waurika Hardware Co.
Retail (opened new store), 1 to 10, 12, 14, 18 to 47.

Oregon

St. John: D. R. Norton.
Retail (succeeded Potter & Gould), 1 to 5, 7, 13, 14, 18, 26, 27, 28, 30, 31, 33, 36, 37, 38.

Willamina: Ivie, Payne & Thornton.
Retail (opened new store), 1 to 9, 12, 13, 14, 18, 20, 21, 27, 30, 33, 36, 37, 38.

Woodburn: M. J. Lindahl.
Retail (formerly Lindahl & Swenson), 1 to 8, 10, 14, 18, 22, 27, 28, 37, 43.

Pennsylvania

Du Bois: Prothero, Bailey & Goodwin.
Retail (opened new store), 1 to 7, 10 to 14, 18, 27, 28, 30 to 34, 36, 37, 40, 41, 46.

Wellsboro: Roberts Hardware Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 15, 18, 19, 22 to 38, 40 to 44, 46.

Texas

Alvin: J. W. Carlisle.
Retail (succeeded Alvin Hardware Co.), 1 to 5, 7, 8, 9, 10, 12, 14, 18, 20 to 26, 29 to 33, 36, 38 to 41, 43, 44, 46, 47.

Belton: J. L. Wilson & Sons.
Retail (succeeded Wilson & Austin), 1 to 5, 7, 8, 9, 10, 12, 14, 18, 20, 21, 22, 25 to 29, 33, 34, 35, 36, 38, 43, 44.

Washington

Olympia: McNeil, Schlosser & Co.
Retail (opened new store), 1, 7, 8, 13, 18, 22, 23, 33, 35, 43, 44, 45.

Wisconsin

East Troy: Dickerman Hardware Co.
Retail (formerly H. Dickerman), 1 to 8, 10, 11, 13, 14, 16, 18, 19, 22, 23, 27, 29, 33, 34, 35, 36, 38, 40, 43, 44.

Eau Claire: Burnham-Benson Hdwe. Co.
Wholesale and retail (succeeded Luebkeman Hardware Co.), 1 to 7, 10 to 14, 17, 18, 19, 24 to 34, 36, 37, 38, 40, 41.

A multitude of small pocketbooks make a large volume of trade, and low prices draw them into activity.

Touching

One touch of nature makes the whole world kin,
One touch of humor makes the whole world grin,
One touch of pathos makes us brothers every one,
One "touch" for money makes the whole world run.

A Hardwareman's Creed

1—I will dispel from my mind any thoughts of hard times.

2—I believe there is more to be gained by push and aggressiveness than by idle talk.

3—I believe times are what we make them; I will add my influence toward making them good.

4—I will not allow the investment I have in my business to remain idle.

5—I am going to get rid of the old stock and restock with new.

6—I am going to run my business on business principles.

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Who Makes the Goods?

Any manufacturer who desires to have his goods represented in our card index of Manufacturers' Goods, and will send us 3x5 cards filled in, we will gladly give them space in our files. Items can be indexed and cross-indexed. For example:

PERCOLATORS, COFFEE

LANDERS, FRARY & CLARK,

NEW BRITAIN, CONN.

Goods can also be cross indexed as in this instance:

COFFEE PERCOLATORS.
LANDERS, FRARY & CLARK,
NEW BRITAIN, CONN.

The Information Department of the HARDWARE DEALERS' MAGAZINE is now answering several hundred inquiries each month. This service is free to subscribers. In making inquiries, please enclose stamped addressed envelope for reply. If we have the information on file, immediate reply is made; otherwise the answer is made as soon as we obtain same.

Names and addresses of makers of the following goods are desired:

No. 311. "Acme" Hook Spoon.

No. 312 "Dandy" Hot Dish Lifter and Utensil Holder.

No. 313. "Harrington" Tea and Coffee Percolator.

No. 314. Indispensable Tool.

No. 315. Common Zinc Oil Cans.

No. 316. "Reynolds" Wire Gauge.

No. 317. "Shannon" Shelf Cleats.

No. 318. Cast Iron Nickel Plated Hose Nipples and Caps, ⅜ or ½-inch.

No. 319. Wooden Clothes Line Supporter, a device which has a sort of a double hook.

No. 320. "Laclede" Barn Door Hanger.

No. 321. "Calor" Can Openers, Chisels, etc.

No. 322. "Sprague" Can Opener.

No. 323. "Little Giant" Force Pump, for cleaning wash bowls.

No. 324. "Preferred" or "Perfection" Can Opener.

M. W. Hanscom, who has been the head of the Hanscom Hardware Co. and its predecessor for forty-three years, has retired and has been succeeded by John S. Mason and U. W. Leavitt. The business will be run under the same name and will be incorporated.

Landers, Frary & Clark announce the removal of their Boston, Mass., office to No. 157 Summer street.

Carl Kaufman, general manager of the Motor Car Equipment Co., 55 Warren street, New York, is on a two months' European trip for the purpose of getting the latest things in Automobile equipment and supplies.

George Krause Hardware Co., Lebanon, jobbers, have issued a small catalogue for dealers only, in which are presented some spring and summer goods, such as screen goods, lawn mowers, paints and varnishes, sporting goods, hammocks, ice cream freezers, etc.

Masbach Hardware Co., 84 Warren street, New York, in their current catalogue of 148 pages have a volume that comprises 1,800 items. Condensation has been made necessary by reason of the large number of goods presented. In practically all cases illustrations have been reduced to a smaller size than is usually shown, so that many items are presented to a page. Goods catalogued include a general line of shelf Hardware, tools, cutlery, etc. A comprehensive alphabetical index is given at the end of the book.

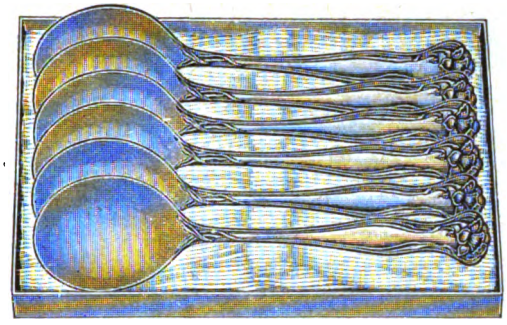
An Illinois Hardwareman

An Illinois Hardwareman says in his advertisement: "The chief study of this store is to satisfy its customers." And this is the true philosophy of selling, in a nutshell.

State and National Paint Legislation

The Eastern Paint Manufacturers' Association, of which Benjamin Moore, Brooklyn, N. Y., is president, in view of the paint legislation which is cropping up in many sections, have adopted a resolution in which they express themselves as being opposed to all pernicious paint legislation. The Newark Paint, Oil and Varnish Club, Newark, N. J., also adopted resolutions which voiced their sentiments as being against any paint legislation in New Jersey. The Paint bills were killed in committee. At a hearing before the Marshall Paint bill in Washington last month, A. S. Somers, of New York, spoke against its enactment for the reason that if the bill passed it would be necessary for every paint manufacturer to make public the results of many years' work in arriving at the proper combination of colors to produce certain results, the proportions of various ingredients to make certain kinds of paint, etc. Without the incentive of proper remuneration for discovery, as matters now stand, there would be no progress in making better paints and colors, for the reason as soon as they were marketed all details would have to be made public.

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MYSTIC
Soup Spoons

STAR (★) BRAND

silver plated knives, forks and spoons for over half a century have been known to the trade as of the highest grade produced. Every piece bearing the stamp

★ ROGERS & BRO. A-1

has over fifty years of experience back of it.

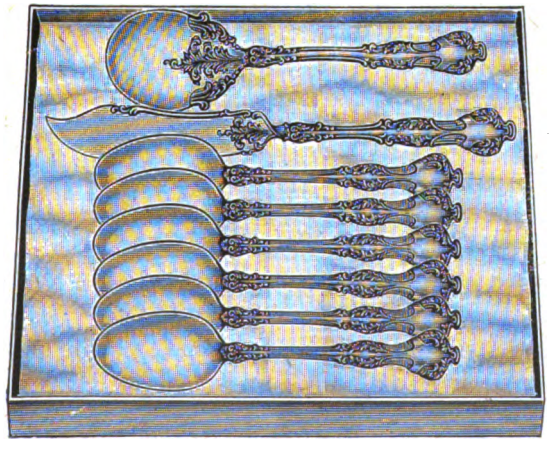
Send for catalogue.

We are always ready to aid the dealer in his advertising, and supply cuts and printed matter without cost. Send for booklet, "Advertising Hints and Suggestions, etc."

ROGERS & BROTHER, WATERBURY, CONN.

International Silver Co., Successor

New York Warerooms: 9-11-13 Maiden Lane



CREST

Tea Spoons
Butter Knife
and Sugar Shell

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The SWAY *of the* SWING



THERE IS A PLEASURE in the innocent joys of childhood—a happy delight, which attests to the sway of the

OLD APPLE TREE SWING

Strong, convenient and cheap, made from powerful chain, galvanized to prevent rust, it has swung into favor wherever shown. ¶ Get the Children a Swing that is safe. Furnished complete with Seat and Screw-eyes and Handles of rubber hose. Any boy can put it up. Adjusted by simply moving the hook from link to link. ¶ Purses open easily where the pleasure of the little ones is concerned. Why not sway to the popular demand? Stock the line to-day. Push it. **Display it and swing big profits your way.**

ONE OF THE JOYS OF SUMMER TIME FOR CHILD AND ADULT

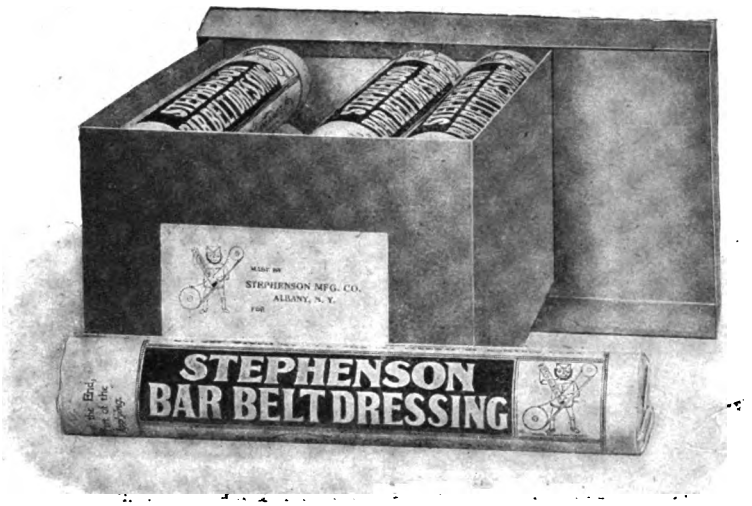
Write us for dealer's price

ONEIDA COMMUNITY, Ltd.

ONEIDA, N. Y.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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STEPHENSON Bar Belt Dressing is Clean Merchandise

You may EMPTY the box but you can't SPILL the contents

A dozen Pound Sticks in a neat box is all most mills care to buy at one time—$4.80 net.

Such orders come to us by mail (advertising does it) and we send them right back to the nearest Dealer.

This creates good feeling and hearty co-operation.

"Send us—same as before" is a wonderful tonic to the Dealer, and STEPHENSON Dressing, with the Man with the Cog-Wheel Face, is the "same as before" kind.

How about YOU?

Don't you want to sell it over and over again to the concerns who buy belting of you—and to those who don't?

You **can.**

Stephenson Mfg. Co., Albany, N. Y.

Our ad. on page 507 of March issue and 861 of April issue of this Magazine should interest you

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1908 WHOLESALE HARDWARE DIRECTORY

FOURTEENTH ANNUAL EDITION

The information given in this Directory consists of a brief description of the Wholesale Hardware Houses of the United States and Canada, giving the Date Established, Capital Stock, If Incorporated, Territory Covered, Lines of Goods Handled, Etc., Etc.

PRICE $1.00, POSTPAID

DANIEL T. MALLETT, Publisher, 253 Broadway, New York

REVOLVING CASES



Made in 30 different styles and sizes. Send for descriptive booklet and price list.

American Bolt & Screw Case Co.
DAYTON, OHIO, U. S. A.

RETAIL HARDWARE AND SPORTING GOODS DIRECTORY (Thomas)

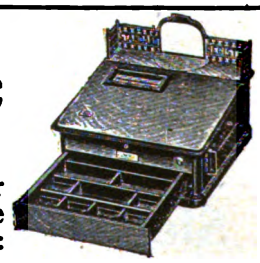
An up-to-date list of the Retail Hardware and Sporting Goods Dealers of the United States and Canada; giving the financial ratings of all names and the street numbers in cities.
Made up on removable-leaf plan. Revisions claimed to be made during the year and revised leaves mailed to the holder of the book.

Price, $10.00 Postpaid

DANIEL T. MALLETT
253 Broadway - - NEW YORK

An Automatic Clerk

that watches your interests while you are out. : :



Detects Omissions and Errors. Shows Day's Work at a Glance
SAVES MONEY SAVES LABOR
Standard Cash Register Co.
30 Chestnut Street, - Wabash, Indiana

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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HILL'S FAMOUS
CLOTHES DRYERS

Recognized the world over as the best designed, best constructed and most popular Dryers ever manufactured

For Lawn, Housetop, Balcony or Fire Escape



Hill's "Champion" Dryer for the Lawn

HALF A MILLION IN USE AND NOT A DISSATISFIED CUSTOMER

The Reel is made of best material throughout. It is self-fastening and locks to post when in use, and being made separate, can be easily removed when not in use. The post sets in a socket in the ground and can also be removed, thus leaving no obstruction at all in lawn between wash days Fitted with either wood post painted or steel tubing post galvanized.

All Castings of best refined Malleable Iron and Galvanized

Extensive advertising brings us inquiries from all sections which we refer to dealers who sell our Dryer. Are you a dealer in Hill Dryers?

MANUFACTURED ONLY BY

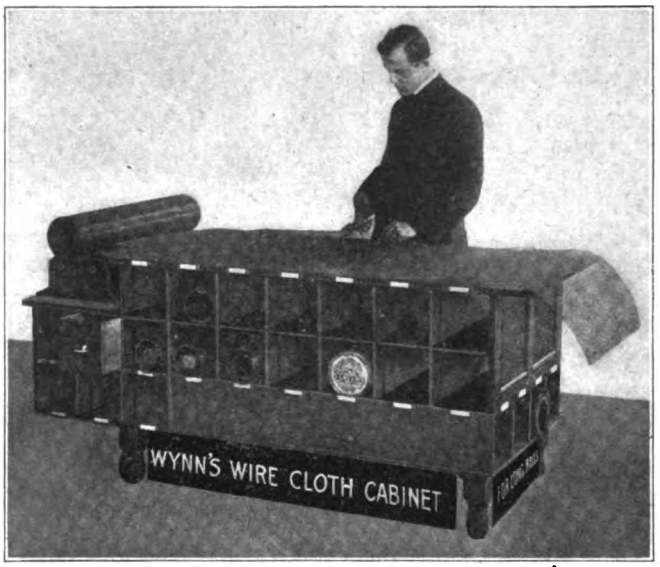
HILL DRYER CO., 315 Park Ave., Worcester, Mass.

Partial List of Distributors of Hill's Famous Dryers:

Buffalo—The Republic Metalware Co.
Baltimore—The Carlin & Fulton Co.
Chicago—Hibbard, Spencer, Bartlett & Co.; The Republic Metalware Company.
Detroit, Mich.—Buhl Sons Company.
Duluth, Minn.—Marshall-Wells Hdwe. Co.
Kansas City, Mo.—The Richards & Conover Hdwe. Co.
Los Angeles, Cal.—Waterhouse & Price Co.
Minneapolis, Minn.—Janney, Semple, Hill & Co.
New York City—The Republic Metalware Co.
Omaha, Nebr.—Wright & Wilhelmy Co.
Oakland, Cal.—Waterhouse & Price Co.
Philadelphia—The Biddle Hdwe. Co.
Pittsburg—The Clydesdale Co.
Portland, Ore.—Waterhouse & Price Co.
Rochester, N. Y.—Mathews & Boucher Co.
San Francisco—Waterhouse & Price Co.
Seattle, Wash.—Waterhouse & Price Co.
St. Paul, Minn.—Farwell, Ozmun, Kirk & Co.
Sioux City, Ia.—Knapp & Spencer Co.
Utica, N. Y.—W. B. Parry & Son.

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Wire Cloth Cabinet



For storing and measuring wire cloth. Top especially ruled for cutting glass. Two revolving rollers hold the roll of wire cloth and keep from loosening while measuring.

Height of Cabinet, 32 inches; length, 70 inches; width, 32 inches; made of solid oak. Stores 22 rolls.

A useful, durable and handsome fixture. Will last a lifetime.

Save time and **increase your profits** by using a device made for the purpose. Write for price list and circular to-day. **Sold for cash** or **on monthly payments.**

What the Hardware Merchants have told us:

Gentlemen: We like the Roller Cabinet. Can wait on customers faster "3 to 1." Stock is always in good condition. Occupies small floor space. Thought price too high. Would not be without it for twice the cost.
IRVING A. SIBLEY, SOUTH BEND, IND.

Gentlemen: Wynn's Patent Roller Cabinet is one of the most useful fixtures I have in my store. I would not be without it for double the price I paid for it, and I heartily recommend it to every hardware man.
THOMAS E. CONNOR, EVANSTON, ILL.

Gentlemen: I have used your Roller Cabinet for only one season, but I have found it to be one of the best and most useful pieces of furniture in my store, both for wire cloth and cutting glass.
JOHN ALBAND, STREATOR, ILL.

Roller Cabinet Works, Sterling, Ill., U. S. A.

BLACK SILK STOVE POLISH is the NAME

Always used for fine exhibition work.

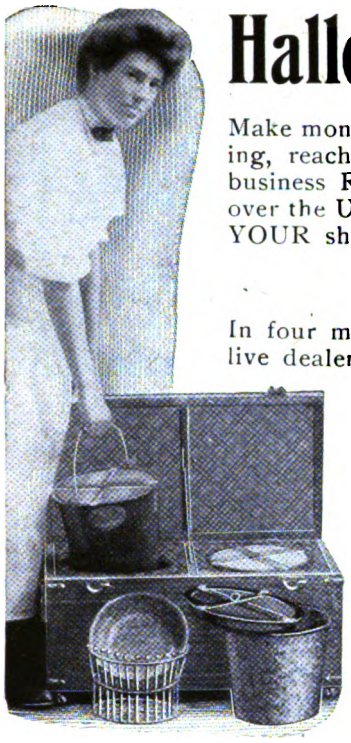
Made at

Sterling, Illinois, U. S. A.

Station O

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Hallock Fireless Cookers

Make money for dealers.. Our extensive magazine advertising, reaching ten million people every month, is bringing business RIGHT INTO THE STORES of our dealers all over the United States. Get your order in NOW and reap YOUR share of the harvest.

1,500 Sold in One City

In four months shows what can be done. Big profits for live dealers everywhere.

The "Hallock" has many exclusive PATENTED features and is pronounced by the buyer of one of the largest retail stores in America "the best Cooker on the market."

The "Hallock" is sanitary, PRACTICAL and reliable. Will last forever, requires no fuel and a child can operate. We furnish advertising matter.

This will be the biggest seller this season. Every sale backed by our positive guarantee. Write AT ONCE for prices and descriptive matter.

You ought to have your order in NOW!

HALLOCK FIRELESS COOKER CO.
GRAND RAPIDS, MICH.

Do You Handle Brass Fire Place Fixtures?

Yes!

¶ Then you have never had a better opportunity to purchase Andirons, Firesets and Fenders than now. ¶ If you have our catalogue, make up a list of your requirements for Spring or Fall, and we will enter your order now and give you the advantage of the present metal market. ¶ We will deliver when you say so.

THE ROSTAND MFG. CO. MILFORD, CONN.
Andirons, Fenders, Firesets, Candlesticks, Door Knockers and Hardware Specialties

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OVER 50,000 TONS *of* CLINTON WELDED WIRE GOODS SOLD LAST YEAR

For over half a century we have been manufacturing wire cloth of every description, embracing woven wire fence, electrically welded wire fabrics for concrete construction, wire lath, hexagonal netting, perforated metals, etc. During this entire period Clinton Wire Goods have been the standard in their line.

Our facilities for manufacturing are perhaps best described by stating that we can furnish any mesh from any kind or size of wire that can be woven on the most approved types of power looms. Our machinery has been designed by experts, and we are thus in a position to produce goods which will prove satisfactory wherever used.

Our policy has been to produce an article first-class in every respect, and then improving the machinery on which it is made so as to reduce its cost to the lowest possible point consistent with the maintenance of this standard.

Our large and constantly increasing sales have obliged us to make frequent additions to our manufacturing plant, which is now equipped with the most up-to-date machinery embodying every improvement suggested by experience and ingenuity.

Large stocks of the standard styles of our goods are carried at our factories and branch offices, and orders can therefore be shipped on sight.

Catalogs of Poultry Netting, Galvanized Wire Netting, Wire Lath, the Clinton Fireproofing System and Perforated Metals sent free on application.

CLINTON WIRE CLOTH COMPANY

CLINTON, MASS.

Branch offices at

NEW YORK *BOSTON* *CHICAGO* *SAN FRANCISCO*

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A Sign of Good Business



A Myercord Sign
(Reproduced in Miniature)

for the dealer and manufacturer is a

Meyercord Decalcomania WINDOW SIGN

Good for the manufacturers on account of its originality of designs, beautiful coloring and because it is transferred quickly on windows and doors of the stores **where their goods are sold.**

Good for the dealer because the high character of these signs impress the public with the importance of the product they advertise and the fact that **it is for sale right here now.** Probably no sign in the world means more to manufacturers and dealers *in actual dollars and cents* than

Meyercord Decalcomania Window Signs

Occupying the most valuable advertising space available (Windows and Doors) **Free.** These beautiful signs constantly familiarize the public with your product and create **direct sale.** *Send in the corner coupon to-day. We'll do the rest. The cost is hardly an item.*

The Meyercord Company

1107-1112 Chamber of Commerce

CHICAGO

American Manufacturers of

Guaranteed Decalcomania Transfers

Tear off this Coupon and send it to us to-day. We will submit an original sketch free

THE MEYERCORD COMPANY,
Chamber of Commerce, Chicago.

We manufacture

What would you suggest for window sign for us? We assume no obligation however by this inquiry

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Ask for "SYRACUSE" Cup Point Nail Sets

The Nail Set with a reputation for highest quality. Name on each one. Accept no substitute. Insist on the *genuine*. Regular sizes, 2, 3, and 4/32.



Made by **SYRACUSE TWIST DRILL CO., at 934 Grape St., Syracuse, N. Y.**

"Bestyet" Stropper



The **"BESTYET" STROPPER** is indeed the *best* yet. It enables you to strop **BOTH EDGES** of your blade **WITHOUT** taking it out of the frame (the old way) **BOTH EDGES BEING EXPOSED** (see cut above).

The **"BESTYET"** is constructed on **SCIENTIFIC PRINCIPLES.** The **EVEN BALANCE,** and the **THICKNESS,** assures a **PERFECT** bevel and an **EVEN** stroke, the result of which enables you to strop your blade to **PERFECTION.**

Those using the **GILLETTE** razor, also **ALL** other razors with **SINGLE** and **DOUBLE EDGE** blades, can, by using the **"BESTYET"** use the blades **MANY** times, thus reducing the cost of shaving to a **MINIMUM,** to say nothing of the **COMFORT** derived by giving your blade a few strokes on **ANY KIND** of a strop with the **"BESTYET" STROPPER.**

Retails for 50 cents each. For prices write to **FOR SALE BY ALL FIRST CLASS JOBBERS.**

JOHN G. BESTGEN & CO., Patentees and Manufacturers, 161 Summer St., Boston, Mass., U. S. A.

BUILDING PAPERS

A line of all grades suitable for the Hardware and Building Trades.

Write for Sample Book and Prices.

C. B. HEWITT & BROS., 48 Beekman Street, NEW YORK CITY

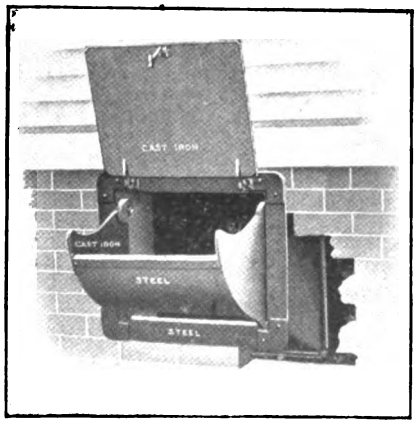
Headquarters for HARDWARE WRAPPING PAPERS and WOODWORKING GLUES.

Eastern Agents for CONGO NEVER-LEAK ROOFING Send for Samples and Price List.

THE MAJESTIC

COAL OR WOOD

CHUTES



Are rapidly coming into general use, and being specified by leading architects. Are advertised in the leading periodicals. Ask your Jobber, or write us for prices.

MAJESTIC FURNACE AND FOUNDRY CO.

3 West Street Huntington, Ind.



"Better Than Need Be" Goods

ICE PICKS—16 styles. Needle pointed, highly tempered, pick points are GROUND, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS of the HIGHEST GRADE, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

Catalog for the Asking

THE GILCHRIST COMPANY

NEWARK, N. J.

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DEALERS DOLLARS

THREE IN ONE is the fastest selling oil on earth. Your trade is not limited to any particular class. Everybody uses Three in One. It's the only non-gumming lubricant. It is unexcelled for cleaning and polishing. It positively prevents rust in any weather or climate.

THREE IN ONE is an unusual oil compound with hundreds of uses and millions of users. It's the best for you, too—makes permanent customers and your profit is 100 per cent. and 50 per cent.

FREE

We help you sell THREE IN ONE. Write for full particulars and ask about our new celluloid signs and transparencies. Free to dealers.

THREE IN ONE OIL COMPANY

42 Broadway, New York



District Sales Offices

New York, N. Y. Hudson Terminal Bldgs.
Chicago, Ill. Commercial Nat. Bank Bldg.
Pittsburg, Pa. Frick Bldg.
Philadelphia, Pa. Pennsylvania Bldg.
St. Louis, Mo 3rd National Bank Bldg.
San Francisco, Cal. Crocker Bldg.
Portland, Ore. Wells Fargo Bldg.
Salt Lake City, Utah. Dooly Bldg.
Denver, Colo. Majestic Bldg.
New Orleans, La. Maison Blanche.
Atlanta, Ga. Candler Bldg.
Seattle, Wash. Alaska Bldg.

Ask for the STERLING

A STEEL TUBULAR FOLDING FRAME



Ball-Bearing
Crated

The Best Mounted Grindstone Made

The Cleveland Stone Co.

Cleveland Chicago
New York Boston

PYRO

Smokeless Odorless

Registered in U. S. Pat. Office.

DENATURED ALCOHOL

Guaranteed by

U.S. Industrial Alcohol Co.

To Conform to United States Government Specifications

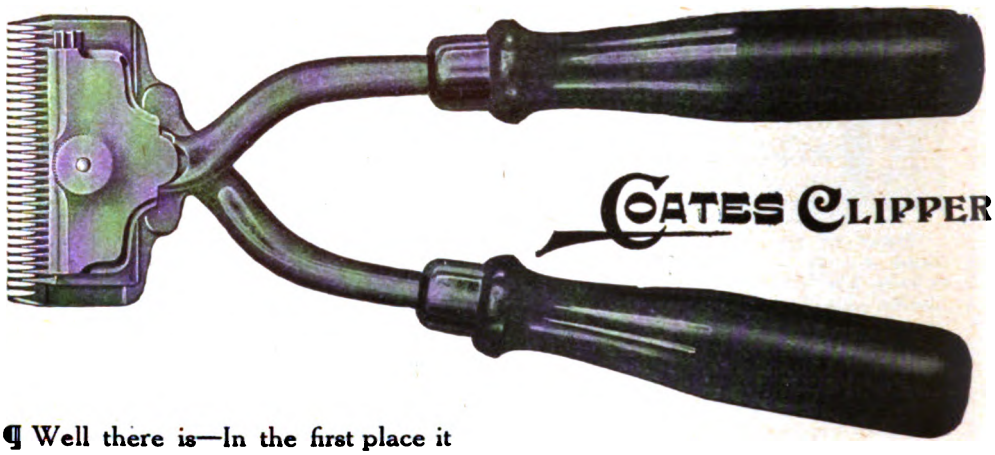
Specially prepared for Lighting, Heating and Cooking in apparatus where high proof alcohol gives best results. Upon request we will send list of Supply Depots in all principal Cities

U.S. Industrial Alcohol Co.
100 William St. New York

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There Must Be Some Virtue in a Clipper That Increases in Sales

to such an extent that even DOUBLING and TRIPLING the production FAILS to OVERSTOCK it.



¶ Well there is—In the first place it is a beauty.

¶ The principle for distributing the tension is correct.

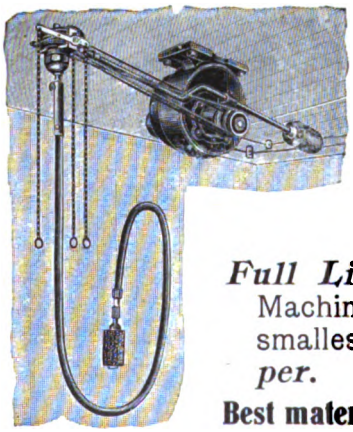
¶ The concave grinding is a feature.

¶ The idea of testing each plate to a constant tone pitch is good.

¶ Added to this the COATES clipper methods make it sell.

COATES CLIPPER MANUFACTURING CO., Worcester, Mass., U. S. A.

Sole Selling Agents: JOHN H. GRAHAM & CO., 113 Chambers St., New York



Priest's Single No. 9
A Perfect Power Clipper and Groomer for One Operator. Direct Connected Electric Power.

PRIEST'S CLIPPERS

Full Line—The Largest Power Machines to the lightest and smallest *barbers' hand clipper.*

Best materials only used.

All parts interchangeable: *reduces cost of maintenance.*

Why not get posted?

Ask for Catalogues!

Jobbers quoted on request.



No. 40 Beltless Hand Power Cut Gears
A "Greyhound" in speed

American Shearer Manufacturing Co., Makers
Wiebusch & Hilger, Ltd., Selling Agents, New York

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Howland Pump Oiler



Used the world over. Standard everywhere. Pumps the oil to the bearings at the first stroke and in just the quantity desired.

For sale by all jobbers in the U. S. and Canada

MAPLE CITY MFG. CO.

MONMOUTH, ILLINOIS



Patented.

Wooden shoulder saddle making it easy to attach pad

Steel Mortar and Brick Hods

Manufactured by

The Cleveland Wire Spring Co., Cleveland, O.

All of the Dust with Half the Work



LOOSE HEAD TAKES THE STRAIN

THE FLAIL DUST BEATER

Manufactured by

USEFUL ARTICLE CO., 420 Auburn Ave., Buffalo, N. Y.



THIS MARK

found only on Genuine ARMSTRONG GOODS. Avoid any imitation. The mark is imitated—the *quality* of the goods *never*.

Water, Gas and Steam Fitters' Tools, and Machines for Pipe Cutting and Threading.

Write for Complete Catalog.

THE ARMSTRONG MFG. CO.

291 Knowlton St. Bridgeport, Conn.

GENUINE BARNES

PIPE CUTTERS

Kerosene Furnaces

Bicycle Wrenches

Hand and Foot Power Sawing Machines
Brass Tubular Steering Wheels for Yachts

MANUFACTURED BY

The Barnes Tool Company

NEW HAVEN, CONN., U. S. A.

"ARROW BRAND" BARBED WIRE

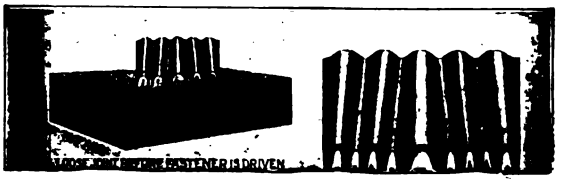


For the convenience of our dealers and their customers we put up our celebrated "Arrow Brand" Barbed Wire in 80 rod Reels. This effects quite a saving, as it avoids the waste and inconvenience of random length reels.

It is made on the well-known Glidden Type, of high-grade galvanized steel wire, and is a high-grade article in every respect.

It is much more profitable to the dealer than ordinary barbed wire. You are missing a valuable opportunity if you do not carry in stock a quantity of this popular specialty. Let us quote you on it.

KEYSTONE STEEL & WIRE COMPANY, - - PEORIA, ILLINOIS



ACME SAW TOOTH

Corrugated Joint Fasteners, Either Parallel or Divergent Corrugation.

DRIVES EASILY—CUTS CLEAN

Put up in cartons of 1,000 each for shelf hardware trade.

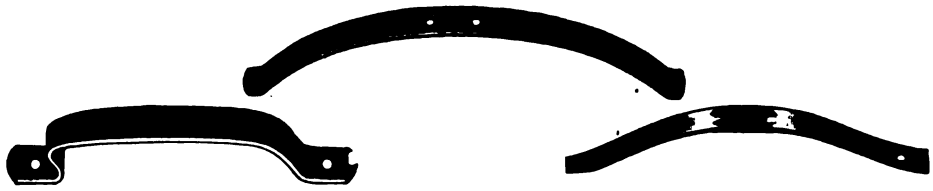
SOLE MANUFACTURERS

ACME STEEL GOODS CO.

CHICAGO 28 Elm St., NEW YORK

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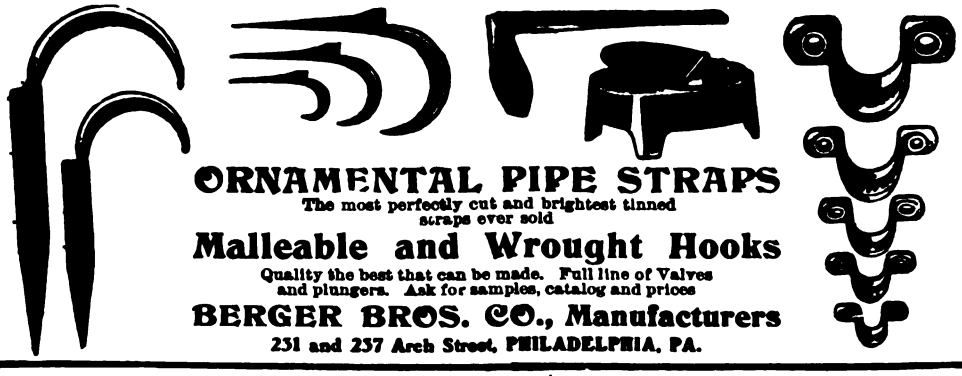
SCREEN SPRINGS AND LIFTS



Now is the time to Stock Up before Fly Time

SEND FOR SAMPLE CARD AND PRICES

THE WALLACE BARNES CO., Spring Makers, Bristol, Conn.



ORNAMENTAL PIPE STRAPS

The most perfectly cut and brightest tinned straps ever sold

Malleable and Wrought Hooks

Quality the best that can be made. Full line of Valves and plungers. Ask for samples, catalog and prices

BERGER BROS. CO., Manufacturers

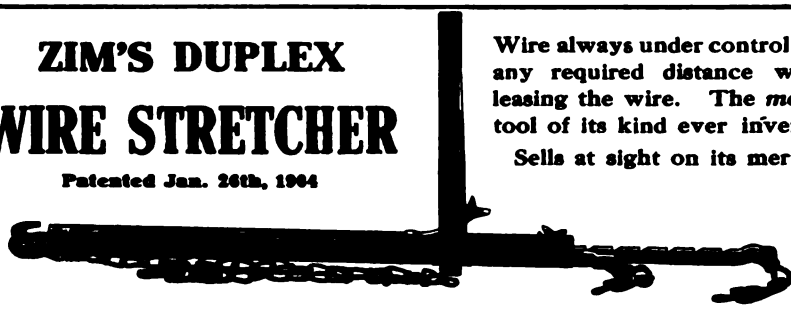
231 and 237 Arch Street, PHILADELPHIA, PA.

ZIM'S DUPLEX
WIRE STRETCHER

Patented Jan. 26th, 1904

Wire always under control. Stretches any required distance without releasing the wire. The *most perfect* tool of its kind ever invented.

Sells at sight on its merits.



BURGESS-NORTON MFG. CO., Geneva, Ill.



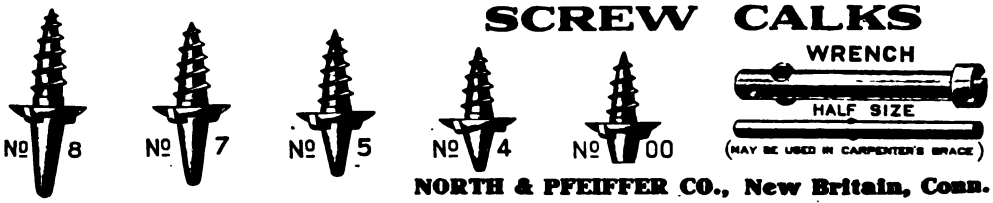
"I Want a Barrow

One that's light, strong and wheels easily." You have heard customers order that way. The Syracuse No. 75 Medium, No. 79 Large will take care of them

SYRACUSE CHILLED PLOW CO.

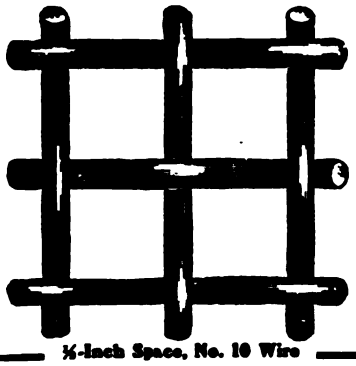
Syracuse, N. Y., U. S. A.

SCREW CALKS



NORTH & PFEIFFER CO., New Britain, Conn.

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½-Inch Space, No. 10 Wire

WIRE CLOTH

Artistic METAL WORK WIREWORK.

Largest Assortment. All Meshes. All Kinds. Steel, Galvanized and other materials. Write us—Get our No. 5-E Catalogue.

BUFFALO WIRE WORKS COMPANY
BUFFALO, N. Y.

The Old Reliable—Always Satisfactory

JERSEY

Poultry Netting
Farm and Lawn Fencing
Window Screen Wire Cloth
Coal Screens

All kinds of Wire Cloth—From all kinds of wire

THE NEW JERSEY WIRE CLOTH COMPANY
TRENTON, N. J.

GEM

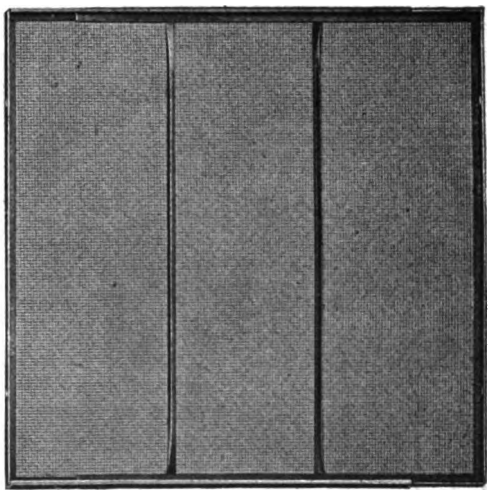


FLUE STOPS

Absolute Simplicity
Folding Wire Fastener
Sold by all Jobbers

Manufactured only by

J. L. Clark Manufacturing Co.
Rockford, Illinois



Patented July 11, 1905—Other patents pending

The Sherwood Screen

METAL FRAME—ADJUSTABLE
RUST PROOF
Used as a PERMANENT outside Screen or Under the Sash.
HIGH IN MERIT LOW IN PRICE
Write for Catalog
SHERWOOD METAL WORKING CO.
Syracuse, N. Y.

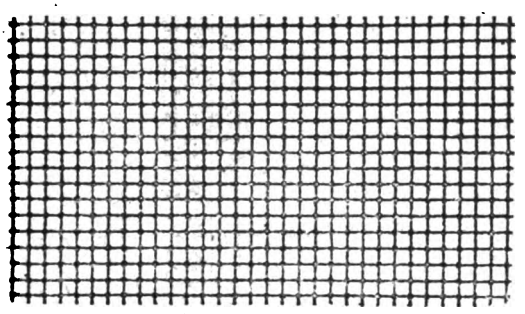
Main Office and Works SYRACUSE, N. Y.
Chicago Office 706-7 MARQUETTE BLDG.

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WRIGHT WIRE COMPANY

WORCESTER, MASS.

Wire Cloth, Poultry Netting, Staples, Wire Picture Cord and Other Wire Goods *Wire Clothes Lines*



"Galvanized Hex Nettings and Wire Cloth"

WIRE CLOTH, *all kinds*
Fly Screen Cloth, Painted, Galvanized or Bronze.

SCREENS,
Coal, Ore or Sand.

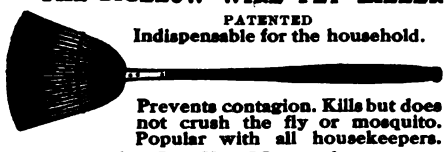
RIDDLES,
Hardware, Foundry and Coal.

Quality right, Prices right. Write for them.

The Ludlow-Saylor Wire Co.
ST. LOUIS, MO., U. S. A.

THE BIGELOW WIRE FLY KILLER

PATENTED
Indispensable for the household.



Prevents contagion. Kills but does not crush the fly or mosquito. Popular with all housekeepers.

J. F. BIGELOW, Manufacturer
Worcester, Mass.

Sold by the hardware trade. Send for prices.

SANITARY WIRE SINK BRUSH
Will not rust.



Non-absorbent. No disease germ can adhere to the brush



Display Holder

NEW YORK AGENTS:
WILSON BROS., 107 Chambers St., N. Y.



SUPERIOR

FLOOR SPRING HINGES AND DOOR HOLDERS

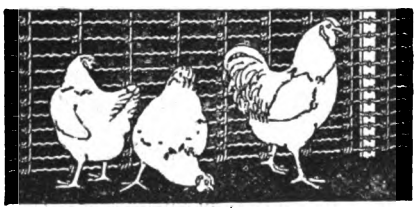
Best and Neatest Yet

Order from your Jobber. If he hasn't them, write us, but take no substitute

79 Reade Street, New York
SUPERIOR SPRING HINGE CO.
123 South Clinton St., Chicago, Ill.
322 E. Third St., Los Angeles, Cal.



Spring Steel Stock and Poultry Fence

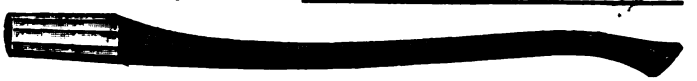


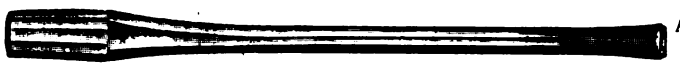
Made of High Carbon Spring Wire. Suitable for all purposes. Farm Gates and Fence Stretchers.
SPRING STEEL FENCE & WIRE CO., ANDERSON, IND.



HARTWELL BROS., Inc. CHICAGO HEIGHTS, ILL., U. S. A

Manufacture a full line of HICKORY and OAK HANDLES. Also Genuine Hand-Made Split Second-Growth Handles.





ATTRACTIVE LABELS, enabling jobbers to handle exclusive brands. PROMPT SHIPMENTS.

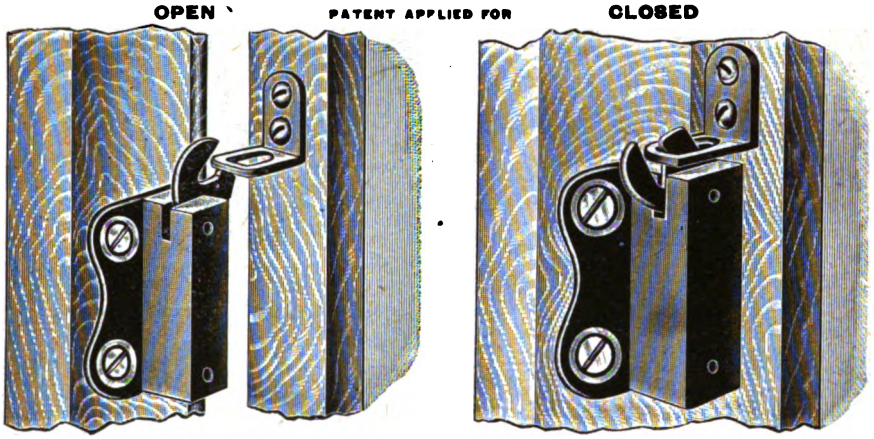
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Watrous Automatic Door Catch

Two-thirds Actual Size

OPEN PATENT APPLIED FOR CLOSED



For screen doors, storm doors, office gates, etc. Holds the door tight shut and prevents sagging open at the top or standing ajar.
Neatest, cheapest and best acting door catch on the market. No templet needed. Anyone can put it on in two minutes. The lightest trip and the strongest hold. Mounted Model frame free with each first order of three dozen or more. If your jobber does not carry it write us and we will give you name of someone covering your territory who does.

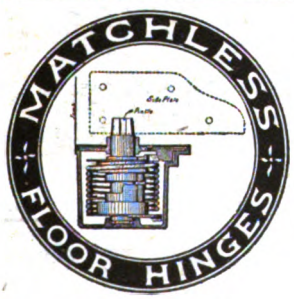


Patent applied for

Japanned Steel Door Buttons

Half the weight of the cast, much stronger, and will not break. No higher in price and twice as good. Made in all sizes from 1⅛ to 2½ inches. Insist on having them. Carried by all leading jobbers. Write us for samples and name of nearest jobber.
Patent applied for.

THE E. L. WATROUS MFG. CO., Des Moines, Iowa

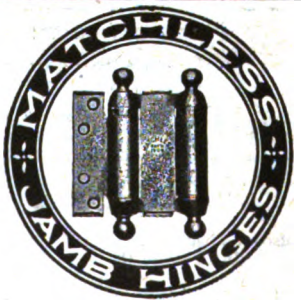


The up-to-date Hardware Dealers sell the Original

MATCHLESS

Floor Hinge, Jamb Hinges and Hardware Specialties

If you cannot procure of your jobbers, write us



LAWSON MFG. CO., 40 Dearborn St., Chicago, Ill.
NEW YORK OFFICE, 101 Reade St. BOSTON OFFICE, 224 Franklin St.
Ask for our new Catalogue No. 27

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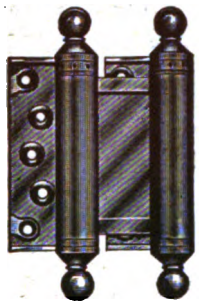
CHICAGO SPRING BUTTS

TRADE CSB CO MARK

DURABILITY

A PRODUCT OF RECOGNIZED SUPERIORITY

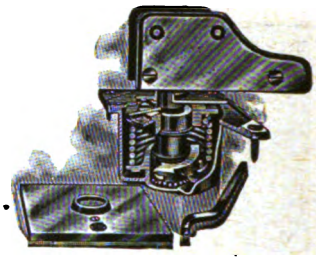
EFFICIENCY



TRIPLE-END SPRING BUTT



CHICAGO SPRING BUTT



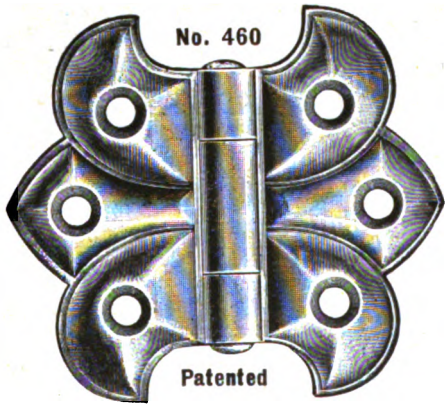
CHICAGO FLOOR HINGE

TRADE CSB CO MARK

Chicago Spring Butt Company

CHICAGO CATALOGUE ON REQUEST NEW YORK

TRADE CSB CO MARK



THE ORIGINAL

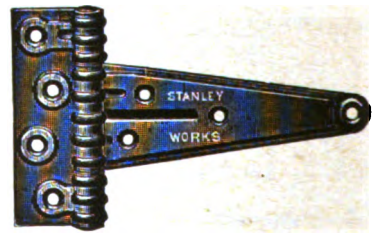
FLEUR DE LIS SURFACE HINGE

STRONG, MASSIVE AND PLEASING TO THE EYE

Beware of infringements. Don't get stung

THE GRIFFIN MFG. CO., ERIE, PA.

STANLEY'S STEEL CORRUGATED STRAP and T HINGES



LEADERS IN THEIR LINE

For Sale by All Jobbers

Send for "Autobiography of a Yankee Hinge." Mailed Free

THE STANLEY WORKS

79 Chambers St., New York — *NEW BRITAIN, CONN.*

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Bommer Screen Door Hinges

WROUGHT STEEL

The flies are coming, how are you fixed on screen door hinges? Do you stock the right sort? Bommer's No. 900 is a new departure in screen door hinges, and is by long odds the most attractive.

Style 900—Non-Holdback

Wrought Steel Japanned.

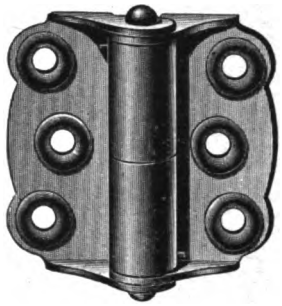
Has two bearing joints, no matter which end of hinge is uppermost, doubling its strength and durability. The best and handsomest screen door hinge ever produced.

Style 999—Holdback

Wrought Steel Japanned.

Detachable From Door Without Unscrewing. Three parts only. No links or rivets.

The spring and pintle is made of one single piece of oil tempered steel wire.

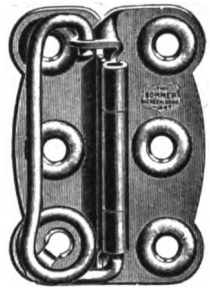


No. 900

Bommer Spring Hinges are the Best

—

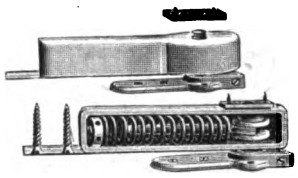
The Springs Never Go Lame



No. 999

Bommer Brothers, M'f'rs., 255 to 271 Classon Avenue, Brooklyn, N. Y.

Ten Reasons Why



"SHELBY CHAMPION" DOUBLE-ACTING SPRING HINGES sell

1st. Hold Open Feature Positive.
2d. Hardened Steel Bearings.
3rd. Ball Bearings at top of hinge post (out of the way from water and grit).
4th. Lateral Adjustment for lining up the door.
5th. Hinge and Floor Plate separable (easy for the carpenter to apply).
6th. Spring Pivot for top of the door (easy and quick to set up or take down).
7th. Quietness in Action.
8th. Neatness in Design.
9th. Right Up-To-Date.
10th. 25 per cent. More Value and Cost no more than others.

The Standard Mfg. Co.

Shelby, Ohio, U. S. A.

Door Springs



DO NOT BUY UNTIL YOU KNOW ABOUT THE "Wagner Jointed Spring"

WRITE FOR OUR COMPLETE CATALOG

WAGNER MFG. CO., Cedar Falls, Iowa



ICE TOOLS
ELEVATORS—CONVEYORS
SEND FOR CATALOG

Gifford-Wood Co.

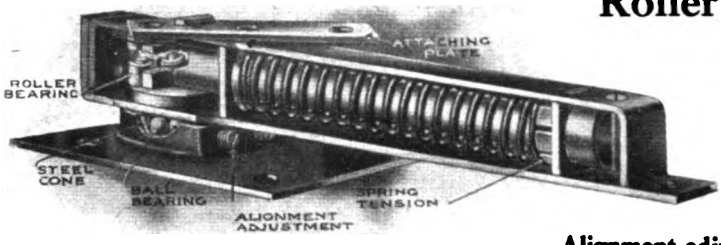
HUDSON, N. Y.
ARLINGTON, MASS.
CHICAGO, ILL.

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THE VERY LATEST

Prouty Double Acting Floor Hinge

Ball Bearing and Roller Bearing



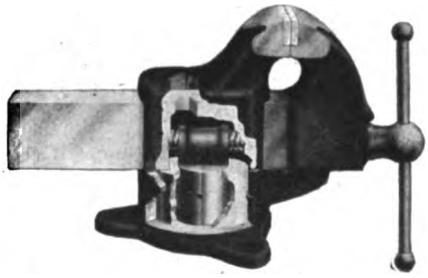
All Wearing Parts Hardened Steel

Alignment adjustment operated from one side of door only

Finishing plates cover entire hinge
Will hold back at 95 degrees.
No mortising door in any part—just notched out

Ask us for further information—IT WILL SELL

T. C. PROUTY CO., Ltd. - Albion, Mich.



NOTE ITS SIMPLICITY

Automatic Swivel

Locks automatically by tightening the jaws

SAVES 20 PER CENT. VISE LABOR

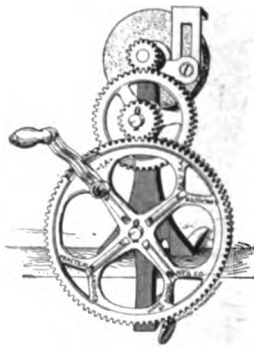
Send for Catalogue

ROCK ISLAND TOOL CO. ROCK ISLAND ILLINOIS, U.S.A.

ROCK ISLAND

NEW YORK 136 LIBERTY ST.
CHICAGO 116 LAKE ST.
DENVER, 200 McPHEE BUILDING

BEATS the GRINDSTONE



Alundum Grinding Wheels

Hand or Foot

Designed for House, Farm and Shops

Will last a lifetime. Best of materials used. No belts to break, and no chains connecting gear wheels to buckle.

No water required, and positively will not draw temper.

Mechanics, Farmers and the Handy Man will buy at a glance. Several sizes from 4 lbs. to 22 lbs. *Send for Catalogue.*

ROYAL MANUFACTURING CO.
203 E. Walnut St., Lancaster, Pa., U. S. A.

New York, 176 Fulton St., Herbert Porzer & Co., Mgrs.
Chicago, 113-115 Michigan St., E. G. Curtis & Son, Mgrs.

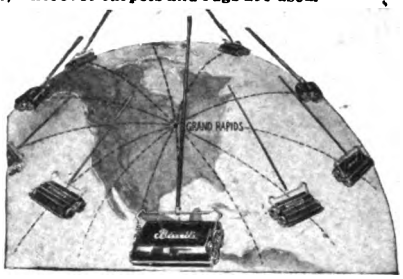
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The "World's" Carpet Sweeper

THE FAMOUS *BISSELL*

Representing thirty-two years of development, and typifying the highest standard of carpet sweeper excellence, the acknowledged leader in every country on the globe, wherever carpets and rugs are used.



The BISSELL

is the pioneer sweeper in foreign countries as well as at home, and rests its claims for patronage on merit, and the reputation it has earned for durability and easy, thorough sweeping.

As carpets and rugs are of similar texture the world over, it is obvious that the carpet sweeper that gives the highest satisfaction in one country, must necessarily give satisfaction in every country.

The carpet sweeper is an article of utility and not a piece of furniture, and therefore is exempt from the necessities of varied construction to meet the tastes of the people of different countries, as would be the case in an article of furniture.

The BISSELL has demonstrated its superiority in every country, and no appeal to local prejudice has ever affected the growing demand for the BISSELL.

BISSELL CARPET SWEEPER CO., Grand Rapids, Mich.

Largest and Only Exclusive Carpet Sweeper Makers in the World

BRANCHES

New York Niagara Falls Canada London Paris

Wood Mantels

FOR EVERYBODY

But we sell them to

DEALERS ONLY

18 years experience in making the most complete and up-to-date mantels.

Write for free catalogue.

***The* IRONTON WOOD MANTEL CO.**

IRONTON, OHIO

ONE WRITING ONLY

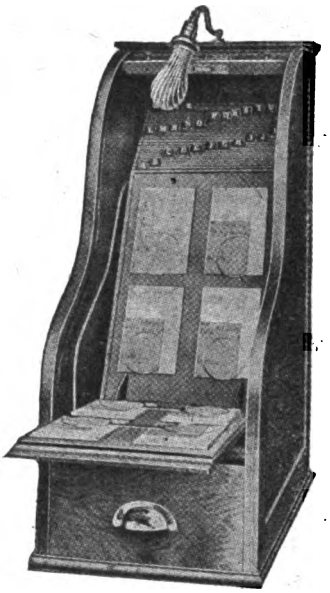


Illustration above shows our No. 200 Roll Top Model.

Day book and ledger posted, and customers have an itemized statement—all this with one writing. Just think what a saving of time it means, and what a complete understanding with your trade is assured.

Accounts always ready to settle.

Forgotten charge loss eliminated.

Customers always thoroughly satisfied.

These, and many other facts, are reasons why you should investigate the

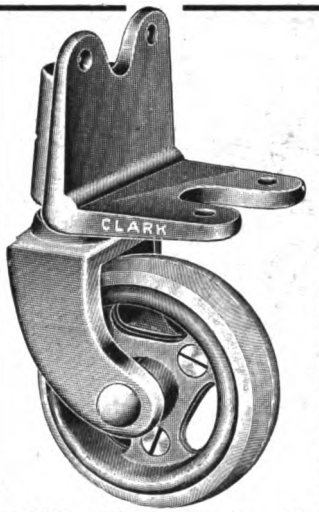
Huber Perfect System

Adaptable to every business where charge sales are made:

Write for particulars

HUBER ACCOUNT REGISTER COMPANY

Buffalo, N. Y., U. S. A.



ONE OF OUR

many styles of Casters. We are the largest manufacturers of Rubber Wheels and Casters in the world.

NO NOISE—NO WEARING OF FLOORS.

Catalogue sent upon request.

THE GEORGE P. CLARK CO.

General Office and Factory, WINDSOR LOCKS, CONN.
New York Office, 253 Broadway

USED ON AUTO ANTI-SKIDDING CHAIN TIRE GRIPS. DRILL PRESSES. TEXTILE MACHINERY WIND MILLS, Etc.

Made in 8 sizes, from 1/8" to 5/16" wire.

TWIST LINK MACHINE 1908



ONE OF OUR SPECIALTIES.

Can be secured promptly from the maker: **WOODHOUSE CHAIN WORKS, TRENTON, N. J.**

Also Manufacturer of All Kinds of Welded Link Chain.

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COFFEE that has been ground for weeks does not have the delicious flavor of that which is freshly ground.

The strength and aroma of the coffee are retained in the air tight hopper of the Crystal Coffee Mill.

The mechanical equipment is the best that 25 years' experience can produce.

We make 70 other patterns of mills and 400 articles that have been factors in the success of thousands of merchants.

Our Catalogue is free.

ARCADE MFG. CO.
FREEPORT, ILL.

It Pays to Sell

Columbian

Spring Jamb Hinges
Spring Floor Hinges
Coat and Hat Hooks
Wrot Steel Registers
Blacksmiths' Vises
Machinists' Vises
Joist Hangers

QUALITY AND PRICE RIGHT

The Columbian Hardware Company
Ask for 1908 Catalog
CLEVELAND, O., U. S. A.

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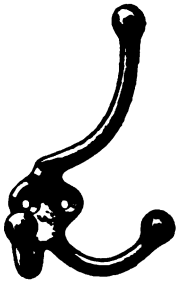
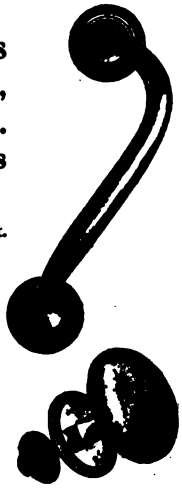
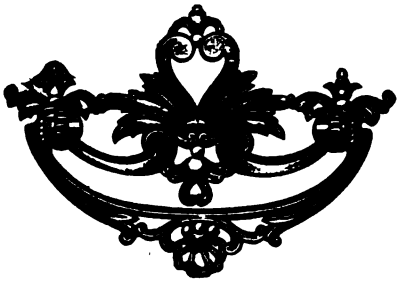
American Ring Co., Waterbury, Conn.

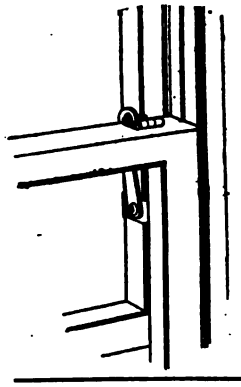
MANUFACTURERS OF

Cast and Wrought Brass Furniture Trimmings in great variety. Bath Room Accessories, attractive in design and strong in construction. Upholstery Trimmings :: Upholstery Nails

BRANCH OFFICES

New York: 1 Hudson St. Chicago: 506 Heyworth Bldg.
Boston: 170 Summer St. San Francisco: 268 Market St.

Holland Ventilating Window Lock

BURGLAR PROOF :: RETAILS FOR 25c.

Locks window open just as securely as when closed. Cannot be broken or pried off—by actual test has withstood over six hundred pounds pressure. Cannot be worked from the outside. Up-to-date architects are specifying it.

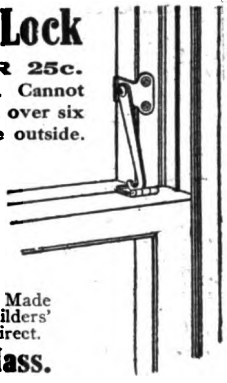
Your Profits Will Be Good

because of its large sale. There is a crying demand for such a device in every household. Be the first in your vicinity to satisfy this demand. Ask for a *Lock* on your business stationery and we will send one free.

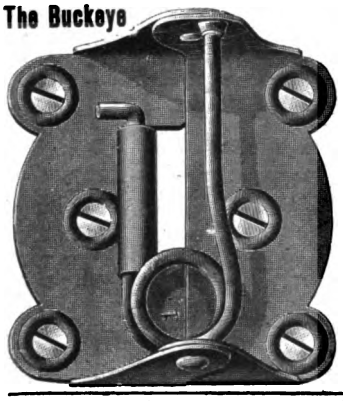
GIVE IT A TRY

Three Dozen, express paid, on receipt of price, $6.00. Made entirely of hardened steel in five finishes to match builders' hardware. Your Jobber will get it for you; or, write us direct.

Holland Mfg. Co., 20 Park St., Florence, Mass.



The Buckeye



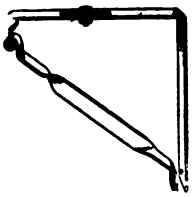
Mr. Hardware Dealer

You should sell the Shelby Screen Door Hinges, because they are superior to all others, and more money in them for you.

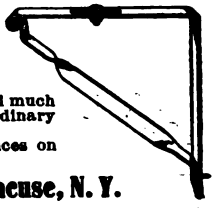
Write for prices.

THE SHELBY SPRING HINGE CO.

Shelby, Ohio



Syracuse Steel Sink Bracket



Light in weight
Neat in appearance
Stronger than Cast Iron

This bracket is detachable and much more easily placed than the ordinary cast bracket.

Descriptive circulars and prices on application. Manufactured by

H. E. HESSLER CO., Syracuse, N. Y.

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RAIN-BOW

Lawn Sprinkler

No ball bearings; nothing to wear out or rust out: works well under high or low pressure; covers the largest area with the least water.

Under a high pressure the Rain-bow will cover an area of 35 to 40 ft. diameter. Does not flood the lawn, or wash the earth from roots of the grass like all sprinklers that throw a large volume of water.

The "Rain-Bow" is also made with SLED.

NUMERAL NAILS

No. 0 to 999

The above means that we carry in stock one thousand different nails in this one line, therefore we can make prompt shipment.

The Turner & Seymour Mfg. Co.

Torrington, Conn.

GENUINE PHILADELPHIA LAWN MOWERS FOR 1908

The Philadelphia Lawn Mower Co.

3101 to 3107 Chestnut Street
PHILADELPHIA, PA., U. S. A.

Before ordering send for Catalog and Prices.



PHENIX HANGERS AND FASTENERS

Solve the Problem

How to Hang and Fasten Window Screens and Storm Windows.

Easily hung or removed from inside. Clean Windows, Ideal Ventilation. No flies, solid comfort. Retail at 10c., 15c., 20c. and 30c. per set with screws. For catalogue and trade discounts address

Phenix Mfg. Co.
694 Center Street
Milwaukee, Wis.



No File. The "EUREKA" sharpens true from end to end and gives the proper shear.

Eureka Lawn Mower Sharpener

BIG SELLER. GOOD PROFIT.

Advertised in Magazines. Retails for 25c.
Sample sent on request and 10c. postage.

The "Eureka" learns the man to adjust his mower, which is necessary to know, as there is no mower that will adjust itself.

EUREKA SHARPENER COMPANY, Detroit, Michigan

IT'S A "SNAP"

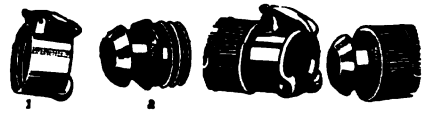


NON-LEAKING NOZZLE WITHOUT A PACKING.

Sellers and Profit-Makers

Simple, Durable, Always Tight

"SNAP" HOSE COUPLING



Put up in Display Boxes.

THE NELSON & MORRISON MFG. CO., Peoria, Illinois



THE "BEST YET"

A RIVETING MACHINE OF QUALITY FOR TUBULAR or BIFURCATED RIVETS

It's made of malleable iron, has a punch for buckle holes a pocket for rivets and adjusts itself automatically to the length of the rivet. Made and GUARANTEED by

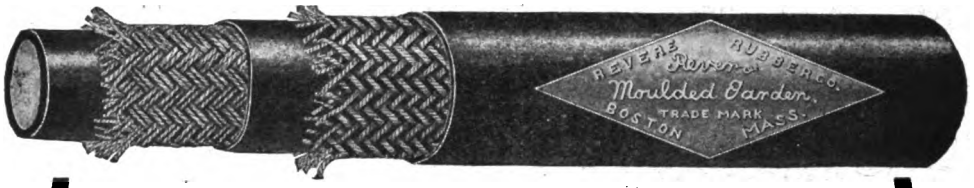
F. H. SMITH MFG. CO.

CHICAGO, U. S. A.

SOLD BY LEADING JOBBERS

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"REVERO" THE Reel Goods



A GARDEN HOSE PRACTICALLY INDESTRUCTIBLE

Light Strong Very Flexible

FREE OF ANY TENDENCY TO KINK OR SEPARATE

"REVERO" Hose is seamless throughout.

The construction consists of a special double braiding of tightly twisted cotton yarn.

The cover is composed of tough flexible rubber to withstand wear and abuse.

The complete hose is vulcanized in our patented rigid mould under a high internal pressure, which forces the rubber and fabric together in a compact inseparable body.

The Dealer will appreciate the fact that "REVERO" is made in continuous lengths up to 500 feet, thus avoiding remnants.

Made in ½ inch, ⅝ inch and ¾ inch sizes.

Dealers in Garden Hose will find it to their advantage to write us for samples and prices.

REVERE RUBBER COMPANY

BOSTON, MASS.

Branches

NEW YORK PHILADELPHIA PITTSBURG CHICAGO
NEW ORLEANS MINNEAPOLIS SAN FRANCISCO PORTLAND, ORE.

IT IS THE "MIST-LIKE SPRAY" THAT MAKES THE

FOUNTAIN SPRINKLER

THE BEST SELLER ON THE MARKET

This beautiful mist effect is not produced by any other sprinkler made Retail price, $1.00. Send for sample post paid at wholesale price and let us show you what it is like.

The FOUNTAIN is the Sprinkler that makes the observer ask his neighbor where he can get one like it.



The Standard Stamping Co.

MARYSVILLE, OHIO

Have you one of the handsome display easels? They help sell the Fountain.

Ask us how to get one FREE

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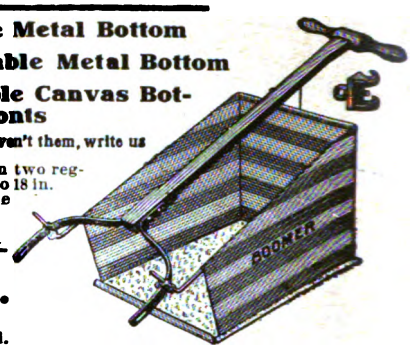
The Old Reliable and Best Selling GRASS CARRIER on the market



The "IDEAL" Adjustable Metal Bottom
The "BOOMER" Adjustable Metal Bottom
The "VICTOR" Adjustable Canvas Bottom Metal Fronts

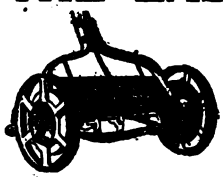
Order from your jobbers—if they haven't them, write us

We make these carriers in two regular sizes to fit 12 in. to 18 in. and 18 in. to 22 in. We also make special sizes to order.



KRAUSE MFG. CO.
ZION CITY, ILL.
Formerly located in Chicago, Ill.

THE EASY LAWN-MOWER SHARPENER



A ready seller. Nice margin of profit. The EASY sharpener is the only sharpener that can be attached instantly and without first adjusting screws which makes the use of other sharpeners almost impossible by any one other than an experienced person or mechanic.

SHARPENS ANY SIZE LAWN-MOWER 20 TIMES FOR 35 CENTS.

Detroit, Mich., Sept. 20th, 1907.
National Machine & Stamping Co. Gentlemen:—I have used your sharpener as well as the which is the only competitor that you have and am frank to say that the EASY has given me the most satisfaction. Respectfully yours, Chas. Mirault.

Send for catalog and prices. Note: We also manufacture Dishwashers and other labor saving machines for the house

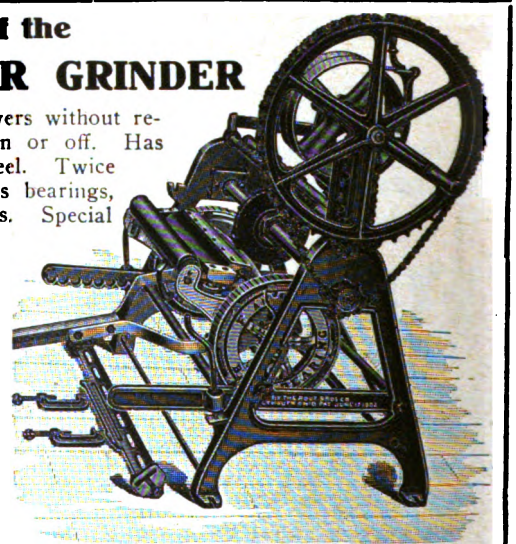
NATIONAL MACHINE & STAMPING CO., Detroit, Michigan, U. S. A.

The 1908 Model of the

IDEAL LAWN MOWER GRINDER

Will grind either right or left-hand mowers without removing ratchets or wheels, with handle on or off. Has 6-inch genuine carborundum grinding wheel. Twice as easy running as any other. Has brass bearings, automatic stop feed, and no slipping belts. Special shafts used, and tested perfectly true. We are the originators of Lawn Mower Grinders, and five years' experience has shown us how to make them perfect. Others imitate as near as they dare.

Send for circular describing our *new* method of grinding lawn mowers. Satisfaction guaranteed.



THE ROOT BROS. CO.,
PLYMOUTH, O.

Easy Emptying Grass Catchers



are now made with

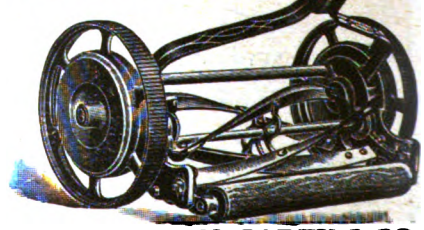
Galvanized Steel Bottoms

having adjustable Front Flange, as well as with regular duck bottoms. Made in two sizes, which fit any size or make of lawn mower, and are guaranteed to give entire satisfaction. Sold through Hardware Jobbers. Manufactured by

The Specialty Mfg. Co.
St. Anthony Park, Minn.

WORCESTER
Lawn Mower Company
WORCESTER, MASS.

Quality Guaranteed



Selling Agents, J. C. McCARTY & CO.
12 Murray Street, New York, N. Y.

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Easy to Lay



Amatite ROOFING

TRADE B MARK

THE first ready roofings, made some thirty years ago, lasted a very short time.

Then manufacturers improved the goods and smooth surfaced roofings of various kinds were developed that would endure fairly well *if the top surface was given a coat of heavy waterproof paint every two years.*

Now comes Amatite—with a mineral surface which requires no painting and which will last longer *without painting* than the other kind did *with constant painting.*

The top surface, being mineral, is unaffected by weather or climate. It really protects.

The waterproofing material in Amatite is pitch—*the best resistant to water known.* Water will in time dissolve or disintegrate almost anything, but it is powerless against pitch.

Roofings of twice the price often do not protect as well because they are not waterproofed with pitch.

Amatite is easy to lay—any one can do the work. We furnish you free nails and liquid cement for laps.

Investigate the cost of Amatite in your locality. You will be astonished at its low price.

Samples and Illustrated Booklet FREE on request to nearest office.

BARRETT MANUFACTURING COMPANY,

New York Chicago Boston Philadelphia Cleveland Cincinnati
Minneapolis New Orleans St. Louis Allegheny Kansas City



¶ Two pieces of heavy brass are used to form the NIAGARA LAWN SPRAY. The upper circle is stamped to give greater strength and to furnish the three different angles to the spray. The three rows of perforations are of very small size, and do not permit the escape of any stream of water that will wash away the dirt or injure any flower bed. ¶ The brass screw for attaching to the hose is machine turned inside and out, gives neatness, great strength and perfect fit on the hose connections. There are no loose or movable parts to get lost or out of order like the whirling sprinklers. ¶ They are regularly finished in dull nickel, but will be furnished in brass if so ordered. ¶ The NIAGARA LAWN SPRAY will last a lifetime and give the most satisfactory results of any device of the kind ever invented. ¶ The retail price is $1.00. For sale by all jobbers and dealers, or direct upon receipt of price if dealer cannot supply.

NOVELTY MANUFACTURING COMPANY

(Specialties in Metal Goods) WATERBURY, CONN.

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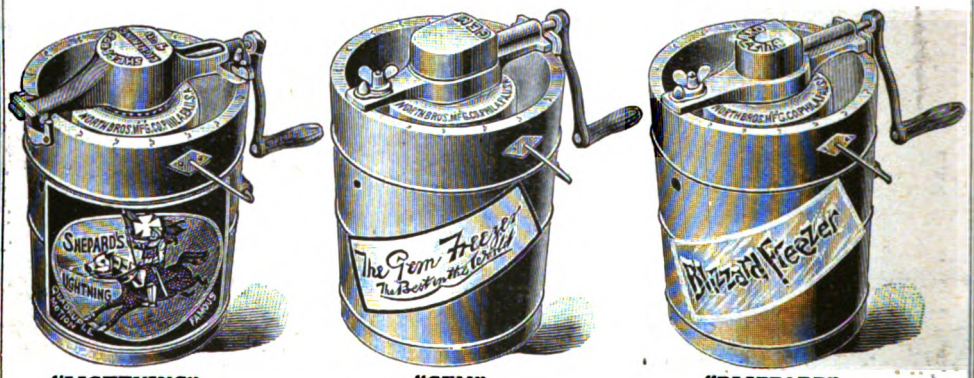
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75¢ ~ $1.00 ~ $1.50

The Best at the Price.
Sample to dealers at wholesale price.
Express prepaid. Catalogue free.

ROLLMAN MFG. CO. MT. JOY, PA.

ICE CREAM FREEZERS



"LIGHTNING" "GEM" "BLIZZARD"

THE BEST ICE CREAM FREEZERS in practical use, because convenient, compact in size, use smallest amount of ice and salt, run easily, freeze quickly, produce smoothly frozen creams or desserts with little bother and less work. We make also

Machine Freezers and Ice Breakers

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DANA .. Peerless Freezer

The standard freezer of quality

Compare workmanship, castings, tinning with any other freezer. Ask any woman if it isn't easier to make ice cream in the Dana Peerless—if it doesn't take less time, less ice. Best advertised freezer.

Ask your jobber

THE DANA MFG. CO., Cincinnati, O.; 21 Murray St., N. Y.

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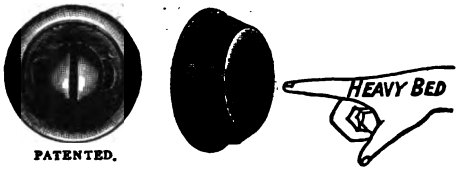


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FILTERS.—There is a demand for filters that will *do the work*—A display of the **LYNN** will convince you.—Highest grade filter on the market.—**Prices to attract.**

The Lynn Filter Mfg. Co.
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Ives' Patent Window Stop Adjuster
Prevents Drafts, Dust and Window Rattling



PATENTED.

The only Stop Adjuster made from one piece of metal with solid ribs and heavy bed that will not cup, turn or bend in tightening the screw. Manufactured only by

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Fifty-page Cat logue Mailed Free.



The **White Mop Wringer** tho much imitated, is **never equaled.** It wrings the mop **so dry** with such **perfect ease!**

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FULTONVILLE, NEW YORK

This Trade Mark



Guarantees Satisfaction.



STOP THAT LEAK

Solderene
Patented Feb. 18, 1908.

MENDS LEAKY PANS
BROKEN HANDLES
PORCELAIN WARE, Etc., Etc.

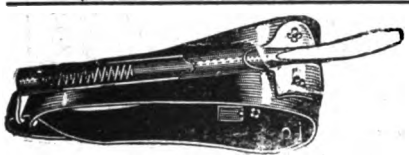
and a Candle are all you need to make a permanent repair.

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Full Directions with Each Stick **For Sale Everywhere**

Dept. K. **PRICE, TEN CENTS. DISCOUNT TO THE TRADE**

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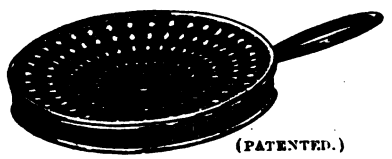
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1.—It has a spring mounted point—a new and superior feature. 2.—It holds the hand firmly together making it IMPOSSIBLE TO JAR HANDLE OR STRAIN WRIST and does not penetrate the ear when removing the husks. 3.—It removes more husks than other pins or hooks do. 4.—It slips over mitten or glove and it is impossible to blister the hands or fingers. 5—It has been thoroughly tested by practical huskers and pronounced in every way satisfactory.

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(PATENTED.)

SOMETHING DIFFERENT. SOMETHING NEW

The only REAL TOASTER for gas and gasoline stoves

Gas companies, Department Stores and Hardware dealers find it a HOT SELLER. Retails 25c.
Write to-day for our proposition.

APEX SPECIALTY CO. DETROIT, MICH.

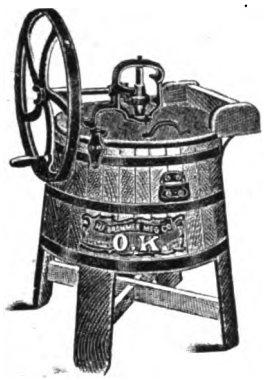
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A REAL ASSET

A good line of washing machines is nowadays considered one of the real assets of every prosperous dealer, as it is one of the lines that net him a neat profit every year.





There's no mistaking about the

"Brammer Line"

It's good—all the way through

ASK FOR PARTICULARS

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DAVENPORT, IOWA



Eagle Mop Wringers

have been TESTED and PROVEN

THE BEST



8 Years on the Market

More Sold than all Others Combined

REASON

Best Built *Most Practical*

EAGLE COOPERAGE WORKS

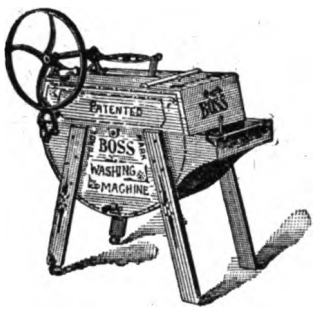
Sole Manufacturers

CIRCLEVILLE, OHIO

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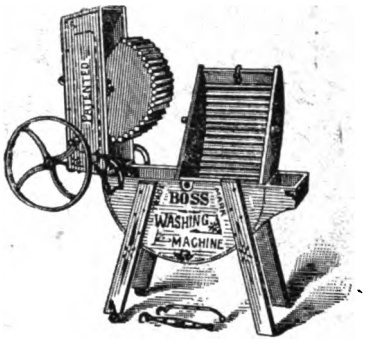
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Positively the most satisfactory washer ever put on the market. Is the most profitable for the dealer to handle because it sells itself, stays sold and every one makes a pleased customer and will cause the sale of others.



Made in three sizes.

Can also be operated by power.



It is constructed on the proper principle and we can positively state and guarantee it to wash clothes cleaner, quicker and with less operative power and less injury to clothes than any other washer.

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THE BOSS WASHING MACHINE COMPANY
CINCINNATI, OHIO



HERE'S THE POINT

We know you're busy, but just drop us a line and secure our exclusive Agency plan and price. What's the use of spending time and effort selling washing machines that only cause good customers to get sore and trade with your competitor. Why not sell the WAVERLY, satisfy your trade, at the same time make a nice profit.

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The Spring-In Handle Pot Cover, the only one that does not require hammering. Put out in two different sized cabinets. If you do not know the proposition write to-day.

Lasher Mfg. Co.
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Also Makers of the KITCHEN KUMFORT PLATE SCRAPER

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The Greatest of all Momentum Washers

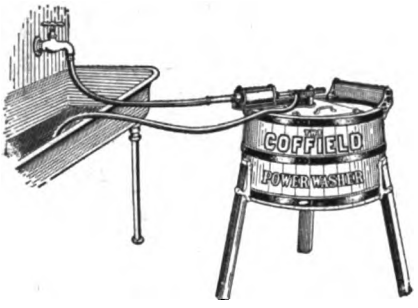
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DOUBLE BALL BEARING FLY WHEEL UNDER THE TUB: HIGHEST SPEED: EASIEST RUNNING: QUICKER REVERSE: FOOT POWER ATTACHMENT: TUB OPENS WHEN MACHINE IS IN FULL MOTION: FIVE YEARS' GUARANTEE: SOLD TO ONLY ONE DEALER IN EACH TOWN.

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WHITE LILY MFG. COMPANY

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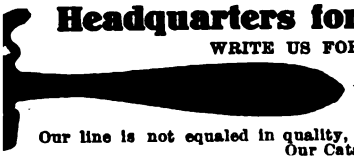


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CONSULT THE MOLDER
and you will handle DOBSON
MOLDERS' TOOLS

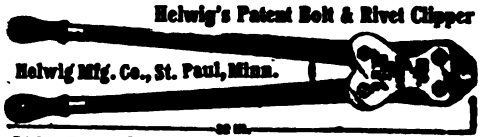


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No. 766 Canastota, N. Y.

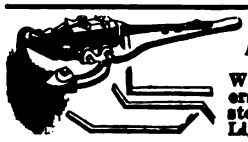
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Opens Cans
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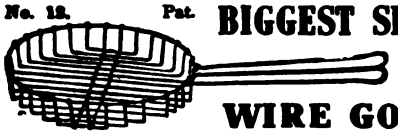
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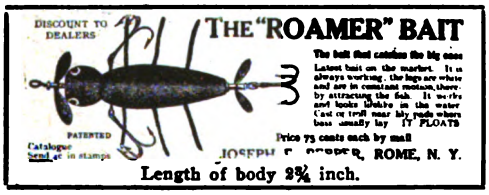


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(See Stoves.)

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(See Fireplace Goods.)

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Rollman Mfg. Co., Mount Joy, Pa.

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Reading Hardware Co., Reading, Pa.

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Pepper, Joseph E., Rome, N. Y.

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Arrow Can Co., 35 Warren St., New York.
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Gem Mfg. Co., Chelsea Station, Boston, Mass.

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Gem Mfg. Co., Chelsea Station, Boston, Mass.
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Russell & Erwin Mfg. Co., New Britain, Ct.

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Tower & Lyon Co., 95 Chambers St., New York.

Augers, Earth and Post Hole
Iwan Brothers, Streator, Ill.
Union Elevator & Mach. Co., 144 Ontario St., Chicago, Ill.

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Peck-Hamre Mfg. Co., The, Berlin, Wis.

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(See Chain.)

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(See Jacks.)

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(See Lamps.)

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Dixon Crucible Co., Jos., Jersey City, N. J.

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(See Oil.)

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(See Articles.)

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(See Carpet Whips.)

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Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
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Dixon Crucible Co., Jos., Jersey City, N. J.
Stephenson Mfg. Co., Albany, N. Y.

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(See Hooks.)

Belt Lacing, Steel
Bristol Co., Waterbury, Ct.

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(See Punches.)

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Buckley Rubber Co., J. W., 60 Warren St., New York.
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(See Screws.)

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Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

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Wallace Supply Co., 915 Garden City Block, Chicago, Ill.

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(See Bells.)

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(See Lamps.)

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Myers & Bro., F. E., Ashland, O.
New York Sporting Goods Co., 17 Warren St., New York.
Smith & Egge Mfg. Co., Bridgeport, Ct.

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Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.

Binder Twine
(See Twine.)

Bird Cage Springs and Chains
Turner & Seymour Mfg. Co., Torrington, Ct.

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Millers Falls Co., 28 Warren St., New York.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.

Bits
(See Auger Bits.)

Blackboards, Slate
Johnson Co., E. J., 38 Park Row, New York.

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Union Cutlery & Hdw. Co., Unionville, Ct.

Blind Adjusters
(See Adjusters.)

Blocks, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Blocks, Tackle
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Union Hardware Co., Torrington, Ct

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(See Wash Boilers.)
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Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.
Bolt Clippers
Helwig Mfg. Co., St. Paul, Minn.
Porter, H. K., Everett, Mass.
Scholihorn Co., Wm., New Haven, Ct.
Bolts, Wrought Metal
Ives Co., The H. B., New Haven, Ct.
Bolts and Nuts
Garland Nut & Rivet Co., Pittsburg, Pa.
Boring Machines
Ajax Mfg. Co., Pittsburg, Pa.
Box Hinges
(See Hinges.)
Box Locks
(See Locks.)
Bottle Openers
Stephens & Co., Windsor, Waltham, Mass.
Taplin Mfg. Co., New Britain, Ct.
Taylor Mfg. Co., Hartford, Ct.
Bottle Stoppers
Taplin Mfg. Co., New Britain, Ct.
Bottle Stoppers, Milk
Stephens & Co., Windsor, Waltham, Mass.
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Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
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Bonner Mfg. Co., C. E., Chrisman, Ill.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
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Acme Steel Goods Co., Chicago, Ill.
Cary Mfg. Co., 19-21 Roosevelt St., New York.
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Green Co., A. H., 97 Warren St., New York.
Sheip Mfg. Co., Henry H., Columbia Ave. & Randolph St., Phila.
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Hessler Co., H. E., 500 North Salina St., Syracuse, N. Y.
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Taylor & Boggis Fdry. Co., Cleveland, O.
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Smith & Hemenway Co., 108 Duane St., New Yerk.
Tower & Lyon Co., 95 Chambers St., New York.
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Rostand Mfg. Co., Milford, Ct.
Brackets, Lamp
Arcade Mfg. Co., Freeport, Ill.
Reading Hardware Co., Reading, Pa.
Wagner Mfg. Co., Cedar Falls, Ia.
Brackets, Roof
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Stanley Works, New Britain, Ct.
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Nashua Till Co., Nashua, N. H.
Brackets, Stair Rail
Reading Hardware Co., Reading, Pa.
Brackets, Steel Sink
Hessler Co., H. E., Syracuse, N. Y.
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Hussey & Co., C. G., Pittsburg, Pa.
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Manning, Bowman & Co., Meriden, Ct.
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Milwaukee Dustless Brush Co., Milwaukee, Wis.
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Gerts-Lumbard & Co., 208-210 Randolph St., Chicago, Ill.
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Milwaukee Dustless Brush Co., Milwaukee, Wis.
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Burnishers
Tuck Mfg. Co., Brockton, Mass.
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Armstrong Mfg. Co., 291 Knowlton St., Bridgeport, Ct.
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Forschner & Sons, Chas., 206 E. 19th St., New York.
Butcher Saws
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Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Yale & Towne Mfg. Co., 9-15 Murray St., New York.
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Landers, Frary & Clark, New Britain, Ct.
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Arcade Mfg. Co., Freeport, Ill.
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North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Screw
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Shoe
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Steel
North & Pfeiffer Mfg. Co., New Britain, Ct.
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Starrett Co., L. S., Athol, Mass.
Calking
Estes Mills, Fall River, Mass.
Can Openers
Arcade Mfg. Co., Freeport, Ill.
Ellis Mfg. Co., The, Milldale, Ct.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Taylor Mfg. Co., Hartford, Ct.
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Carbide of Silicon
Carborundum Co., Niagara Falls, N. Y.
Carborundum
Carborundum Co., Niagara Falls, N. Y.
Luther Bros. Co., 114 Carver Ave., Milwaukee, Wis.
Carborundum Paper & Cloth
Carborundum Co., Niagara Falls, N. Y.
Carborundum Wheels
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(See Aprons.)
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Turner & Seymour Mfg. Co., Torrington, Ct.
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Bissell Carpet Sweeper Co., Grand Rapids, Mich.
Carpet Whips and Beaters
Andrews Wire & Iron Works, Rockford, Ill.
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Ely Mfg. Co., Theo. J., Girard, Pa.
Holt & Lyon Co., Tarrytown, N. Y.
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Myers & Bro., F. E., Ashland, O.
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Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Carts, Hand and Barrel
Myers & Bro., F. E., Ashland, O.
Carvers' Knives, Wood
Smith & Hemenway Co., 108 Duane St., New York.
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(See Articles.)
Casement Window Fasteners
(See Fasteners.)
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Nashua Till Co., Nashua, N. H.
Casters, Furniture
Clark Co., Geo. P., The, Windsor Locks, Ct.
Reading Hardware Co., Reading, Pa.
Casters, Rubber Wheel
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.
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Standard Cash Register Co., 30 Chestnut St., Wabash, Ind.
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Hammer & Co., Branford, Ct.
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Krause Mfg. Co., Zion City, O.
Specialty Mfg. Co., St. Anthony Park, Minn.
Catches, Barn Door
Reading Hardware Co., Reading, Pa.
Catches, Refrigerator
Brass Goods Mfg. Co., Brooklyn, N.Y.
Reading Hardware Co., Reading, Pa.
Catches, Screen Door
Automatic Door Catch Co., 218 E. 57th St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Watrous Mfg. Co., E. L., The, Des Moines, Iowa.
Chafing Dishes
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
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Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Woodhouse Chain Wks., Trenton N.J.
Chain Anchor
Woodhouse Chain Wks., Trenton N.J.
Chain, Auto Anti-Skidding
Woodhouse Chain Wks., Trenton N.J.
Chain Blocks
(See Blocks.)
Chain, Cable
Woodhouse Chain Wks., Trenton N.J.
Chain, Crane
Woodhouse Chain Wks., Trenton N.J.
Chain, Conveyor
Woodhouse Chain Wks., Trenton N.J.
Chain, Dredging
Woodhouse Chain Wks., Trenton N.J.
Chain, Log
Woodhouse Chain Wks., Trenton N.J.
Chain, Pump
Garland Nut & Rivet Co., Pittsburg, Pa.
Chain, Steam Shovel
Woodhouse Chain Wks., Trenton N.J.

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Rollman Mfg. Co., Mount Joy, Pa.
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Iwan Bros., Streator, Ill.
Chisels
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Tuck Mfg. Co., Brockton, Mass.
Chisels, Box
(See Box Openers.)
Christmas Tree Holders
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Majestic Furnace & Foundry Co., 23 West St., Huntington, Ind.
Cistern Tops
Wagner Mfg. Co., Cedar Falls, Ia.
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Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
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Williams & Co., J. H., Brooklyn, N. Y.
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Cook Co., H. C., The, Ansonia, Ct.
Clipping Machines, Hair
American Shearer Mfg. Co., Nashua, N. H.
Brown & Sharpe Mfg. Co., Providence, R. I.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Ceetee Clipper Mfg. Co., Worcester, Mass.
Hotchkiss, Edward S., Bridgeport, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Clipping Machines, Horse
American Shearer Mfg. Co., Nashua, N. H.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Clocks
New Haven Clock Co., New Haven, Ct.
Clothes Bars
Ely Mfg. Co., Theo. J., Girard, Pa.
Martcross Co., 40 Dearborn St., Chicago, Ill.
Clothes Dryers
Hill Dryer Co., 315 Park Ave., Worcester, Mass.
Clothes Line Fasteners
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Clothes Lines
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Clothes Lines, Wire
Wright Wire Co., Worcester, Mass.
Clothes Wringers
American Wringer Co., The, N.Y.C.
Glascock Bros. Mfg. Co., Muncie, Ind.
Coal, Carriage Heaters'
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Coal Chutes
(See Chutes.)
Coal Elevators
Gifford-Wood Co., Hudson, N. Y.
Coal Hods
Buffalo Mfg. Co., Buffalo, N. Y.
Coal Vases, Brass
Buffalo Mfg. Co., Buffalo, N. Y.
Coaster Sleds
(See Sleds.)
Coaster Wagons
(See Wagons.)
Coat and Hat Hooks
(See Hooks.)
Coat Hangers
(See Hangers.)
Coffee and Spice Mills
Arcade Mfg. Co., Freeport, Ill.
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Parker Co., Chas., Meriden, Ct.
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American Silver Co., Bristol, Ct.
Buffalo Mfg. Co., Buffalo, N. Y.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
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American Silver Co., Bristol, Ct.
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Gem Mfg. Co., Chelsea Station, Boston, Mass.
Conductor Pipe
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Conductor Pipe Hangers, Wire
Iwan Bros., Streator, Ill.
Cooking Utensils
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Landers, Frary & Clark, New Britain, Ct.
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(See Brass and Copper.)
Copper Gaskets
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Motor Car Equipment Co., 55 Warren St., New York.
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Columbian Rope Co., Auburn, N. Y.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Yazoo Mills, 190-6 West Broadway, New York.
Cork Screws and Pullers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Parker Co., The Chas., Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.
Corn Poppers
Middletown Mfg. Co., Middletown, O.
Corporation Cocks
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Corundum Wheels
Pike Mfg. Co., Pike, N. H.
Cotton Waste
Estes Mills, Fall River, Mass.
Cow Ease
Carpenter-Morton Co., Boston, Mass.
Cranes
Yale & Towne Mfg. Co., 9 Murray St., New York.
Crucibles
Dixon Crucible Co., Jos., Jersey City, N. J.
Crucible Steel
American Tube & Stamping Co., Bridgeport, Ct.
Cultivators
Allen & Co., S. L., Box 1109 H, Philadelphia, Pa.
Syracuse Chilled Plow Co., Syracuse, N. Y.
Cup Hooks
Turner & Seymour Mfg. Co., Torrington, Ct.
Curry Combs
Advance Mfg. Co., Racine Junction, Wis.
Curtain and Screw Rings
Turner & Seymour Mfg. Co., Torrington, Ct.
Cuspidors
Buffalo Mfg. Co., Buffalo, N. Y.
Cutlery
(See also Knives, Razors, Shears, etc.)
Landers, Frary & Clark, New Britain, Ct.
Northfield Knife Co., Northfield, Ct.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Parker Co., Chas., The, Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Cutters
(See Articles.)
Dairy Machines
(See Articles.)
Dampers
Arcade Mfg. Co., Freeport, Ill.
Taylor & Boggis Fdry. Co., Cleveland, O.
Dash Rein Fasteners
Read Mfg. Co., O. B., Troy, N. Y.
Decalcomania Signs
(See Signs.)
Denatured Alcohol
(See Alcohol.)
Diaphragms
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Dish Mops
Estes Mills, Fall River, Mass.
Door Bells
(See Bells.)
Door Bolts
Griffin Mfg. Co., The, Erie, Pa.
Door Buttons, Steel
Watrous Mfg. Co., E. L., Des Moines, Ia.
Door Catches
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.
Watrous Mfg. Co., E. L., Des Moines, Ia.
Door Checks and Springs
Pullman Mfg. Co., Rochester, N. Y.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Door Hangers
(See Hangers.)
Door Holders
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Door Knobs
(See Locks and Knobs.)
Door Pulls
Columbian Hdwe. Co., Cleveland, O.
Door Springs
(See Springs.)
Door Strips, Automatic Iron
Wagner Mfg. Co., Cedar Falls, Ia.
Drawing Knives
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Drawing Knives, Folding
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Drawer Pulls
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.
Dressings
(See Articles.)
Drills, Hand, Breast, etc.
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Syracuse Twist Drill Co., 234 Grape St., Syracuse, N. Y.
Drills, Star and Pipe
Star Expansion Bolt Co., 147 Cedar St., New York.
Drop Forgings
Barnes Co., Wallace, The, Bristol, Ct.
Billings & Spencer Co., Hartford, Ct.
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Drop Forgings, Automobile
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Dryers
(See Articles.)
Drying Stoves
Drouve Co., G., Bridgeport, Ct.
Dumb Waiters
(See Elevators.)

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Dynamite
Aetna Powder Co., Chicago, Ill.
Eave Trough Hangers
(See Hangers.)
Egg Beaters
Holt & Lyon Co., Tarrytown, N. Y.
Taplin Mfg. Co., The, New Britain, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Electrical Supplies
Smith & Hemenway Co., 108 Duane St., New York.
Electric Cooking and Heating Apparatus
(See Articles.)
Elevator Enclosures and Cabs
Buffalo Wire Wks. Co., Buffalo, N.Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.
Elevators and Dumb Waiters
Eaton & Prince Co., Chicago, Ill.
Energy Elevator Co., 214-218 New St., Philadelphia, Pa.
O'Neill Elevator Co., 626 Cherry St., Philadelphia, Pa.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Elevators, Ice
Gifford-Wood Co., Hudson, N. Y.
Emery Wheel Dressers and Cutters
Warren Axe & Tool Co., Warren, Pa.
Emery Wheels
Pike Mfg. Co., Pike, N. H.
Enameled Ware
Cleveland Stamping & Tool Co., The, Cleveland, O.
Enamels
(See Paints.)
Escutcheon Pins
(See Pins.)
Expansion Bolts
McCabe Hanger Mfg. Co., The, 323 West 25th St., New York.
Star Expansion Bolt Co., 1st and 2d Sts., Bayonne, N. J.
Extension Rods
Turner & Seymour Mfg. Co., Torrington, Ct.
Eye Benders
(See Benders.)
Factory Trucks
(See Trucks.)
Fans, Electric and Water
Bates & Bro. Co., The D. L., Dayton, O.
Farming Implements
(See Agricultural Implements.)
Farm Gates
(See Gates.)
Fasteners, Casement Window
Ives Co., The H. B., New Haven, Ct.
Fasteners, Corrugated
Acme Steel Goods Co., Chicago, Ill.
Fasteners, Sash
Ives Co., H. B., New Haven, Ct.
Watrous Mfg. Co., E. L., Des Moines, Ia.
Faucets, Brass
Landers, Frary & Clark, New Britain, Conn.
Smith & Hemenway Co., 108 Duane St., New York.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Faucets, Iron
North Bros. Mfg. Co., Philadelphia, Pa.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Faucets, Molasses and Varnish
Parker Co., Chas., The, Meriden, Ct.
Faucets, Wooden
Sommer's Sons, John, 355-365 Central Ave., Newark, N. J.
Fence Stretchers
(See Wire Stretchers.)
Fence Tool (Combination)
Bonner Mfg. Co., C. E., Chrisman, Ill.
Fencing, Iron
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Fencing, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Eureka Fence Mfg. Co., Richmond, Ind.
Keystone Steel & Wire Co., Peoria, Ill.
New Jersey Wire Cloth Co., Trenton, N. J.
Spring Steel Fence & Wire Co., Anderson, Ind.
Wright Wire Co., Worcester, Mass.
Files and Rasps
Nicholson File Co., Providence, R. I.
Russell & Erwin Mfg. Co., New Britain, Ct.
Filters, Water
Buffalo Mfg. Co., Buffalo, N. Y.
Lynn Filter Mfg. Co., Cincinnati, O.
Finger Nail Clippers
(See Clippers.)
Fireless Cookers
Hallock Fireless Cooker Co., Grand Rapids, Mich.
Kahn Fireless Cooker Co., 35 Congress St., Boston, Mass.
Fireplace Goods
Rostand Mfg. Co., Milford, Ct.
Fire Doors
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Fire Pots
Clayton & Lambert Mfg. Co., Detroit, Mich.
Fire Hose
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Fishing Tackle
Martin's Sons, E. J., 1½ Kingfisher St., Rockville, Ct.
Fishing Tackle Boxes
Merriam Mfg. Co., Durham, Ct.
Five and Ten-Cent Goods
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Franklin Specialty Co., 811 Cherry St., Reading, Pa.
Fixtures, Electric Light
Novelty Mfg. Co., Waterbury, Ct.
Flies, Spinners, etc.
(See Artificial Bait.)
Floor Scrapers
(See Scrapers.)
Floor Hinges
(See Hinges.)
Flower-Bed Guards
Wright Wire Co., Worcester, Mass.
Flue Stops
Andrews Wire & Iron Wks., Rockford, Ill.
Clark Mfg. Co., J. L., Rockford, Ill.
Holt & Lyon Co., Tarrytown, N. Y.
Flue Thimble
Weber-Kirch Mfg. Co., Keokuk, Ia.
Fly Killers
Somers, Harold, 149 DeKalb Ave., Brooklyn, N. Y.
Fly Killers, Wire
Bigelow, J. F., Worcester, Mass.
Football Supplies
Draper & Maynard Co., Plymouth, N. H.
Food Choppers
Dana Mfg. Co., Cincinnati, O.
Landers, Frary & Clark, New Britain, Ct.
Rollman Mfg. Co., Mount Joy, Pa.
Russell & Erwin Mfg. Co, New Britain, Ct.
Foot Presses
(See Presses.)
Force Pumps or Cups
(See Rubber.)
Forks
(See Agricultural Implements.)
Foundry Riddles
Wright Wire Co., Worcester, Mass.
Fountains, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.
Fruit Jar Rings
(See Rubber.)
Fruit Presses
(See Presses.)
Furnaces
(See Soldering Furnaces and Gas Furnaces.)
Furniture Trimmings
American Ring Co., Waterbury, Ct.
Game Traps
Abingdon Trap Co., The, Abingdon, Ill.
Oneida Community, Ltd., Oneida, N. Y.
Garbage Cans
Arrow Can Co., 35 Warren St., New York.
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Garden Hose
Buckley Rubber Co., J. W., 69 Warren St., New York.
Myers & Bro., F. E., Ashland, O.
Revere Rubber Co., Boston, Mass.
Garden Tools
Arcade Mfg. Co., Freeport, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Garment Hangers
(See Hangers.)
Gas Furnaces
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Gas Heaters
Turner & Seymour Mfg. Co., Torrington, Ct.
Gas Lamps, Inverted
(See Lamps.)
Gas Pliers
(See Pliers.)
Gaskets
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Gates, Steel Frame
Keystone Steel & Wire Co., Peoria, Ill.
Gates, Wire Farm
Spring Steel Fence & Wire Co., Anderson, Ind.
Gauges
Chapin-Stevens Co., Pine Meadow, Ct.
Williams & Co., J. H., Brooklyn, N. Y.
Gauge, Shingle
Wagner Mfg. Co., Cedar Falls, Ia.
Germicide
(See Cow Ease.)
Glass Cutters
Barrett, W. L., Bristol, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Glass Cutting Boards
Lufkin Rule Co., Saginaw, Mich.
Glass Shelves
Novelty Mfg. Co., Waterbury, Ct.
Gloves, Baseball, etc.
Draper-Maynard Co., Plymouth, N.H.
Gongs
(See Bells.)
Glue
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Hewitt & Bros., C. B., 48 Beekman St., New York.
Gopher Traps
Abingdon Trap Co., The, Abingdon, Ill.
Gouges
Reliance Edge Tool Co., Youngstown, O.
Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Grass Catchers
(See Catchers.)
Grass Hooks
North Wayne Tool Co., Hallowell, Me.
Grass Shears
(See Shears.)
Grease
(See Articles.)
Grease Cups
(See Lubricating Appliances.)
Griddles
Advance Mfg. Co., Racine Junction, Wis.
Grinders
(See Lawn Mower Grinders.)
Grinding Wheels
Carborundum Co., Niagara Falls, N.Y.
Luther Bros. Co., 114 Carver Ave., Milwaukee, Wis.
Pike Mfg. Co., Pike, N. H.
Royal Mfg. Co., 208 E. Walnut St., Lancaster, Pa.
Grindstone Fixtures
Reading Hardware Co., Reading, Pa.
Grindstones
Cleveland Stone Co., Cleveland, O.
Grindstones, Bicycle
Cleveland Stone Co., Cleveland, O.

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Gun Cleaners
Union Hdw. Co., Torrington, Ct.

Guns
Harrington & Richards Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., The, Dept. B., Norwich, Ct.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Parker Co, Chas., The, Meriden, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Union Fire Arms Co., The 250 Auburndale, Toledo, O.

Hack Saws
(See Saws.)

Hair Clippers
(See Clipping Machines.)

Hame Fasteners
Bridgeport Chain Co., Bridgeport, Ct.

Hammer Handles
(See Handles.)

Hammers, Drop
Billings & Spencer Co., Hartford, Ct.
Merrill Bros., Maspeth, N. Y.

Hammers, Hand
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., Hartford, Ct.
Franklin Specialty Co., Reading, Pa.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Magnet
Billings & Spencer Co., Hartford, Ct.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Nickel Plated
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Pritchard-Strong Co., The, 29 Circle St., Rochester, N. Y.

Hand Cars, Boys'
Glascock Bros. Mfg. Co., Muncie, Ind.
Wabash Mfg. Co., Wabash, Ind.

Handcuffs,
(See Police Supplies.)

Handles, Tool
Smith & Hemenway Co., 108 Duane St., New York.
Tuck Mfg. Co., Brockton, Mass.

Handles, Wooden
Hartwell Bros., Chicago Heights, Ill.

Hand Screws
(See Screws.)

Hangers, Barn Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.
Reading Hardware Co., Reading, Pa.

Hangers, Coat, Folding
Pullman Mfg. Co., Rochester, N. Y.

Hangers, Eave Trough
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Holbrook Mfg. Co., The, Attleboro, Mass.

Hangers, Fire Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.

Hangers, Garment
Bennett Mfg. Co., The, 420 Auburn Ave, Buffalo, N. Y.
Cooley Mfg. Co., 103 So. Canal St., Chicago, Ill.
Taplin Mfg. Co., New Britain, Ct.
Wright Wire Co., Worcester, Mass.

Hangers, House Door
Arcade Mfg. Co., Freeport, Ill.
Chicago Spring Butt Co., Chicago.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Prouty Co., T. C., Albion, Mich.

Hangers, Sash
Watrous Mfg. Co., E. L., Des Moines, Ia.

Hangers, Screen and Window
Phenix Mfg. Co., Milwaukee, Wis.

Hardware Jobbers
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.

Hardware Manufacturers' Agents
Smith & Hemenway Co., 108-110 Duane St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Harmonicas
Hohner, M., 475 Broadway, N.Y.C.

Harness Dressing
Frank Miller Co., The, 394 West 26th St., New York.

Harness Snaps
Covert Mfg. Co., Troy, N. Y.
Reading Hardware Co., Reading, Pa.

Harness Straps
Covert Mfg. Co., Troy, N. Y.

Hasps and Staples
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Hatchets
(See Axes and Hatchets.)

Hay Knives
Ely Mfg. Co., Theo. J., Girard, Pa.
Iwan Bros., Streator, Ill.

Haying Tools
Hunt, Helm, Ferris & Co., Harvard, Ill.
Myers & Bro., F. E., Ashland, O.

Heaters
(See Articles.)

Hedge Trimmers
Kampfe Bros., 8 Reade St., New York.
North Wayne Tool Co., Hallowell, Me.

Heel Plates
Griffin Mfg. Co., Erie, Pa.
Root Bros. Co., Plymouth, O.

Hinges, Blind and Gate
Parker Co., Chas., The, Meriden, Ct.

Hinges, Box
Acme Steel Goods Co., Chicago, Ill.

Hinges, Floor
Bommer Bros., Brooklyn, N. Y.
Columbian Hdw. Co., Cleveland, O.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.
Prouty Co., Ltd., T. C., Albion, Mich.
Shelby Spring Hinge Co., Shelby, O.
Standard Mfg. Co., Shelby, O.
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.

Hinges, Jamb
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.

Hinges, Spring
Bommer Bros., Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Shelby Spring Hinge Co., Shelby, O.

Hinges, Strap and T
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.

Hinges, Window and Screen
Arcade Mfg. Co., Freeport, Ill.

Hip Rein Supporters
Read Mfg. Co., O. B., Troy, N. Y.

Hitching Rings, Expansion
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Hods, Mortar and Brick
(Steel.)
Cleveland Wire Spring Co., Cleveland, O.

Hoes
(See Agricultural Implements.)

Hoists, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hoists, Electric
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hollow Ware
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Hooks, Belt
Bristol Co., Waterbury, Ct.

Hooks, Coat and Hat
Atlas Mfg. Co., New Haven, Ct.
Wright Wire Co., Worcester, Mass.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Hooks, Conductor
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Iwan Bros., Streator, Ill.

Hooks, Moulding
Williamson Wire Nov. Co., 56 Badger Ave., Newark, N. J.

Hooks, Safety Ladder
Taplin Mfg. Co., New Britain, Ct.

Hooks, Wall and Woodwork
Goetz & Co., 276-84 Morris Ave., Newark, N. J.

Horse Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.

Horseshoe Nails
(See Nails.)

Horse Pokes
Ely Mfg. Co., Theo. J., Girard, Pa.

Horse Tail Bands and Ties
Read Mfg. Co., O. B., Troy, N. Y.

Hose
(See Garden and Fire Hose.)

Hose Couplings
Nelson & Morrison Mfg. Co., Peoria, Ill.

Hose Nozzles
Myers & Bro., F. E., Ashland, O.

Hose Racks
Specialty Mfg. Co., St. Anthony Park, Minn.

House Numbers
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Huskers
Smith & Davis, Ames, Ia.

Hydrants
Myers & Bro., F. E., Ashland, O.

Hydraulic Presses
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Ice Chisels
Gilchrist Co., The, 236 Bank St., Newark, N. J.

Ice Cream Dishes
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.

Ice Cream Freezers
Dana Mfg. Co., Cincinnati, O.
North Bros. Mfg. Co., Phila, Pa.

Ice Picks
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Franklin Specialty Co., Reading, Pa.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ice Tools
Arcade Mfg. Co., Freeport, Ill.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.

Insect Powder
Hammond, B., Fishkill-on-Hudson, N. Y.

Insulating Paper
(See Paper.)

Iron Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.

Jacks
Covert Mfg. Co., Troy, N. Y.
Myers & Bro., F. E., Ashland, O.

Jockey Stick
Ely Mfg. Co., Theo. J., Girard, Pa.

Joist Hangers
Columbian Hdw. Co., Cleveland, O.

Kettle Scrapers
(See Scrapers.)

Key Rings
Smith & Egge Mfg. Co., Bridgeport, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., 56 Badger Ave., Newark, N. J.

Kick Plates
Griffin Mfg. Co., Erie, Pa.

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Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Kitchen Ware, Wire
Bridgeport Wire Goods Co., Bridgeport, Conn.

Knife Blanks
(See Blanks.)

Knives
(See Butcher, Mincing, Pocket, etc.)

Knobs, Repair
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Kraut Cutters
Atkins & Co., E. C., Indianapolis, Ind.

Ladders, Long and Extension
Berger, L. D., 59 North 2d St., Philadelphia, Pa.

Ladders, Rolling Shelf
Bicycle Step Ladder Co., 55 Randolph St., Chicago, Ill.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Ladders, Step
Smith & Son, F., Clinton, Ia.

Lamps
Hammer & Co., Branford, Ct.

Lamps, Automobile
Ham Mfg. Co., C. T., Rochester, N.Y.
Motor Car Equipment Co., 55 Warren St., New York.

Lamps, Driving
Ham Mfg. Co., C. T., Rochester, N.Y.

Lamps, Inverted Gas
Ramsdell Inverted Lamp Co., The, 1123 Broadway, N. Y.

Lamps, Motor Cycle
Motor Car Equipment Co., 55 Warren St., New York.

Lanterns
Ham Mfg. Co., C. T., Rochester, N. Y.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Latch, Barn Door
Wagner Mfg. Co., Cedar Falls, Ia.

Latches
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Lathing, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., The, St. Louis, Mo.

Lawn Furniture
Buffalo Wire Wks. Co., Buffalo, N.Y.

Lawn Guards
Wright Wire Co., Worcester, Mass.

Lawn Mower Grinder
Coldwell Lawn Mower Co., Newburgh, N. Y.
Root Bros. Co., The, Plymouth, O.

Lawn Mower Sharpener
Eureka Sharpener Co., Detroit, Mich.
National Machine & Stamping Co., Detroit, Mich.

Lawn Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.
Philadelphia Lawn Mower Co., Philadelphia, Pa.
Reading Hdw. Co., Reading, Pa.
Worcester Lawn Mower Co., Worcester, Mass.

Lawn Sprinklers
Novelty Mfg. Co., Waterbury, Ct.
Specialty Mfg. Co., St. Anthony Park, Minn.
Standard Stamping Co., Marysville, Ohio.
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Lawn Swings
Myers & Bro., F. E., Ashland, O.

Lawn Trimmers
(See Grass Trimmers.)

Leather Goods, Sporting
Draper & Maynard Co., Plymouth, N. H.

Lemon Squeezers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Landers, Frary & Clark, New Britain, Ct.
Parker & Co., Chas., Meriden, Ct.
Sommer's Son, John, Newark, N. J.

Levels
Baker-McMillen Co., The, Akron, O.
Chapin-Stephens Co., Pine Meadow, Ct.
Davis & Cook, Watertown, N. Y.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.

Lighting Systems
Consolidated Gas & Electric Co., Chicago, Ill.
Everready Gas Co., Lake and Curtis Sts., Chicago, Ill.

Lines
(See Articles.)

Locks and Knobs, Door
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Taylor & Boggis Fdry. Co., Cleveland, O.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Locks, Box
Acme Steel Goods Co., Chicago, Ill.

Locks, Unit
Russell & Erwin Mfg. Co., New Britain, Ct.

Lockers, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Logging Tools
Warren Axe & Tool Co., Warren, Pa.

Lubricants
(See also Oil.)
Dixon Crucible Co., Jos., Jersey City, N. J.

Lunch Kits, Auto Touring
Motor Car Equipment Co., 55 Warren St., New York.

Machinery
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Machinists' Tools
Billings & Spencer Co., Hartford, Ct.
Brown & Sharpe Mfg. Co., Providence, R. I.
Starrett Co., L. S., Athol, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Mail Boxes
(See Boxes.)

Manicure Goods
Cook Co., H. C., The, Ansonia, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Mangers
(See Stable Fixtures.)

Mantels
Ironton Wood Mantel Co., Ironton, O.

Manufacturers' Agents
(See Hardware.)

Match Safes
Buffalo Mfg. Co., Buffalo, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.

Mats, Flexible Steel
Acme Steel Goods Co., Chicago, Ill.

Mats, Rubber
(See Rubber.)

Mats, Wire
Clinton Wire Cloth Co., Clinton, Mass.

Meat Choppers
(See Food Choppers.)

Metal Ceilings
(See Ceilings.)

Metal Novelties
Cook Co., H. C., The, Ansonia, Ct.
Novelty Mfg. Co., Waterbury, Ct.

Metal Polish
(See Polish.)

Metals, Embossed
Novelty Mfg. Co., Waterbury, Ct.

Metals, Perforated
Clinton Wire Cloth Co., Clinton, Mass.
Novelty Mfg. Co., Waterbury, Ct.

Micrometers
Starrett Co., L. S., Athol, Mass.

Milk and Cream Testers
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Milk Bottle Rack
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.

Mincing Knives
Arcade Mfg. Co., Freeport, Ill.
Smith & Hemenway Co., 108 Duane St., New York.

Mirrors, Adjustable
Novelty Mfg. Co., Waterbury, Ct.

Miter Boxes
(See Boxes.)

Molders' Tools
Dobson, Wm., Canastota, N. Y.

Mop Wringers
Dana Mfg. Co., Cincinnati, O.
Eagle Cooperage Wks., Circleville, O.
Ely Mfg. Co., Theo. J., Girard, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
White Mop Wringer Co., Fultonville, N. Y.

Mops
Arcade Mfg. Co., Freeport, Ill.
Eagle Cooperage Wks., Circleville, O.
Estes Mill, Fall River, Mass.

Motor Cars
(See Automobiles.)

Motor Cycle Supplies
Motor Car Equipment Co., 55 Warren St., New York.

Motors, Electric
Bates & Bro. Co., D. L., The, Dayton, O.

Motors, Water
Bates & Bro. Co., D. L., The, Dayton, O.
Lippincott, W. M. & I. Dept., Newark, N. J.

Moulding Hooks
Forsyth Mfg. Co., 308 Terrace St., Buffalo, N. Y.
Williamson Wire Nov. Co., C. T., 56 Badger Ave., Newark, N. J.

Mouse Traps
Abingdon Trap Co., The, Abingdon, Ill.
Animal Trap Co., Lititz, Pa.
Hotchkiss, E. S., Bridgeport, Ct.

Mowers
(See Horse; see Lawn.)

Nail Clips
(See Clippers.)

Nail Pullers
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Morrill, Chas., 275 Broadway, N. Y.
Smith & Hemenway, 108-110 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Nail Sets
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Tuck Mfg. Co., Brockton, Mass.

Nails, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Nails, Horseshoe
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Nails, Picture
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Rubber Head
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Nails, Upholstery
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Neck Rein Holders
Read Mfg. Co., O. B, Troy, N. Y.

Needles, Machine
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.

Nippers
(See Pliers and Nippers.)

Nut Crackers
Arcade Mfg. Co., Freeport, Ill.

Nuts
(See Bolts and Nuts.)

Oil, Axle
Miller Co., Frank, 349 W. 26th St., New York.

Oil Cans, Spout and Faucet
Wall Mfg. Supply Co., P., Allegheny, Pa.

Oil Cans, Wire Cushioned
Ohio Lantern Co., Tiffin, O.

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Oil Cups
(See Lubricating Appliances.)
Oilers
American, Tube & Stamping Co. Bridgeport, Ct.
Hammer & Co., Branford, Ct.
Maple City Mfg. Co., Monmouth, Ill.
Wall Mfg. Supply Co., Pa., Allegheny, Pa.
Oilers, Force Pump
Bloomer, R. E., Keithsburg, Ill.
Maple City Mfg. Co., Monmouth, Ill.
Oil, Lubricating
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
Three-in-One Oil Co., 42 Broadway, New York.
Oil Stones
Carborundum Co., Niagara Falls, N.Y
Niagara Oil Stone Co., North Tonawanda, N. Y.
Pike Mfg. Co., Pike, N. H.
Oil Stoves
(See Stoves.)
Optical Goods
Manasse, L., 88 Madison St., Chicago, Ill.
Packing
(See Rubber.)
Padlocks
Miller Lock Co., Philadelphia, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Pails, Dairy
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Pails, Dinner
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Paint, Asphalt
Stowell Mfg. Co., Jersey City, N. J.
Paint Brushes
(See Brushes.)
Paint Remover
(See Varnish Remover.)
Paint, Silica Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Paint, Wall Coating
Alabastine Co., Grand Rapids, Mich.
Paints, Enamels, etc.
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Hammond, B., Fishkill-on-Hudson, N. Y.
Martin-Senour Co., The, 2514 Quarry St., Chicago.
Papers, Building and Roofing
Barrett Mfg. Co., New York.
Hewitt & Bros., C. B., 48 Beekman St., New York.
Paper, Hardware Wrapping
Hewitt & Bros., C. B., 48 Beekman St., New York.
Paring Knives
Smith & Hemenway Co., 108 Duane St., New York.
Paste, Powder
Hoyt, Arthur S., W. Broadway and Chambers St., New York.
Patents
Peck, Hubert E., 625 F St., Washington, D. C.
Pavement, Filler
Barrett Mfg. Co., New York.
Pencil Points, Engravers'
Carborundum Co., Niagara Falls, N.Y.
Perforated Metal
(See Metals.)
Picture Cord Wire
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Wright Wire Co., Worcester, Mass.
Picture Hooks
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Picture Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pineapple Eyer
Yawman & Knapp Mfg. Co., Rochester, N. Y.
Pins, Escutcheon
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pipe Cutters
Barnes Tool Co., New Haven, Ct.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Hangers, Steel
(See Hangers.)
Pipe Hooks and Straps
Berger Bros. Co., 231-237 Arch St., Philadelphia, Pa.
Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Taps, Reamers and Drills
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Vises
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Pistols
(See also Revolvers.)
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Pitch
Barrett Mfg. Co., New York.
Planes
Chapin-Stephens Co., Pine Meadow, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Plate Cleaners
Lasher Mfg. Co., Davenport, Ia.
Plated Ware, Nickel
(Knives and Forks.)
Union Cutlery & Hardware Co., Unionville, Ct.
Plated Ware, Silver
(Knives and Forks.)
Union Cutlery & Hdw. Co., Unionville, Ct.
Plated Ware, Silver
American Silver Co., Bristol, Ct.
Associated Silver Co., 152-156 Lake St., Chicago, Ill.
International Silver Co., Meriden, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Pliers and Nippers
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Morril, Chas., 275 Broadway, New York.
Smith & Hemenway Co., 108 Duane St., New York.
Schollhorn Co., Wm., New Haven, Ct.
Utica Drop Forge & Tool Co., Utica, N. Y.
Plows
Syracuse Chilled Plow Co., Syracuse, N. Y.
Plumb Bobs
Reading Hardware Co., Reading, Pa.
Starrett Co., L. S., Athol, Mass.
Tower & Lyon Co., 95 Chambers St., New York.
Plumbers' Brass Goods
Landers, Frary & Clark, New Britain, Ct.
Plumbers' Tools
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Pocket Knives
Northfield Knife Co., Northfield, Ct.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Police Supplies
Tower & Lyon Co., 95 Chambers St., New York.
Polish, Stove
Black Silk Stove Polish Works, Sterling, Ill.
Dixon Crucible Co., Jos., Jersey City, N. J.
Nickel Plate Stove Polish Co., Chicago, Ill.
Porcelain Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Post Hole Diggers
(See Augers.)
Pot Covers, Kitchen
Lasher Mfg. Co., Davenport, Ia.
Pot Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Poultry Netting
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Powder
Aetna Powder Co., The, Chicago, Ill.
Presses, Meat and Fruit
Erie Specialty Co., Erie, Pa.
Pruning Shears
(See Shears.)
Pry Bar and Nail Puller
Bonner Mfg. Co., C. E., Chrisman, Ill.
Pumps
Myers & Bro., F. E., Ashland, O.
Punches, Belt
Bemis & Call Hdw. & Tool Co., Springfield, Mass.
Lowentraut, Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Schollhorn Co., Wm., New Haven, Ct.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Punches, Conductors'
Bridgeport Hardware Co., Bridgeport, Ct.
Lowentraut, Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Schollhorn Co., Wm., New Haven.
Punches, Hand
Morrill, Chas., 275 Broadway, N. Y.
Push Carts
Syracuse Chilled Plow Co., Syracuse, N. Y.
Push Plates
Griffin Mfg. Co., The, Erie, Pa.
Putty Knives
Smith & Hemenway Co., 108 Duane St., New York.
Rake, Self-Cleaning
Cronk & Carrier Mfg. Co., The, Elmira.
Rakes
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Ranges
(See Stoves.)
Ratchet Drills
Billings & Spencer Co., Hartford, Ct.
Ratchet Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St. Boston, Mass.
Rat Traps
Abingdon Trap Co., The, Abingdon, Ill.
Hotchkiss, B. S., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Worcester Wire Novelty Co., Canton, O.
Razor Blade Holder
(See Razor Stroppers, Safety.)
Razor Guards
Weiss, L. T., 297 Taaffe Place, Brooklyn, N. Y.
Razor Hones
Carborundum Co., The, Niagara Falls, N. Y.
Droescher, S. R., 79 Warren St., New York.
Niagara Oil Stone Co., North Tonawanda, N. Y.
Pike Mfg. Co., Pike, N. H.
Razor Stropper, Safety
Bestgen & Co., J. G., 161 Summer St., Boston, Mass.
Razor Strops
Kampfe Bros., 8 Reade St., N. Y.
Eddy Mfg. Co., Worcester, Mass.
Razors
Droescher, S. R., 79 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Razors, Corn
Kampfe Bros., 8 Reade St., N. Y.
Razors, Safety
American Safety Razor Co., 320 Broadway, N. Y.
AuteStrop Safety Razor Co., 345 Broadway, New York.

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Gem Cutlery Co., 34 Reade St., New York.
Kampfe Bros., 8 Reade St., N. Y.
Ward Safety Razor Co., 751 Star Bldg., Chicago.

Reamers
Brown & Sharpe Mfg. Co., Providence, R. I.
Tuck Mfg. Co., Brockton, Mass.

Recording Instruments
Bristol Co., Waterbury, Ct.

Reels
(See Fishing Reels.)

Refrigerator Basket
Burlington Basket Co., Burlington, Ia.

Refrigerator Drip Pan
Gem Mfg. Co., Chelsea Station, Boston, Mass.

Refrigerator Trimmings
Arcade Mfg. Co., Freeport, Ill.
Brass Goods Mfg. Co., Brooklyn, N. Y.

Registers, Wall and Floor
Berger, L. D., 59 No. Second St., Philadelphia, Pa.

Reloading Tools
Union Hdw. Co., Torrington, Ct.

Revolvers
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Johnson's Arms & Cycle Wks., Iver, 168 River St., Fitchburg, Mass.

Revolving Cases, Hardware
American Bolt & Screw Case Co., Dayton, O.

Riddles
(See Screens.) (Foundry Riddles.)

Rifles
Hamilton Rifle Co., Plymouth, Mich.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Rivet Machines
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Riveting Machines
Root Bros. Co., The, Plymouth, O.

Riveting Machines, Hand
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Rivets
Garland Nut & Rivet Co., Pittsburg, Pa.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Roller Skates
(See Skates.)

Roof Coating, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Roofing Felts
Barrett Mfg. Co., New York.
Stowell Mfg. Co., Jersey City, N. J.

Roofing Paper
(See Paper.)

Roofing, Slate
Johnson Co., E. J., 38 Park Row, New York.

Roofings, Prepared
Barrett Mfg. Co., New York.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Stowell Mfg. Co., Jersey City, N. J.

Rope
(See Cordage.)

Rubber Fruit Jar Rings
Buckley Rubber Co., J. W., 69 Warren St., New York.

Rubber Force Cups
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Goods, Mechanical
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Mats
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Matting
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Packing
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford, St., Boston, Mass.

Rubber Tips, Cane and Crutch
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Slotted Screw
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tubing
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rules
Chapin-Stephens Co., Pine Meadow, Ct.
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Stanley Rule & Level Co., New Britain, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Sad Irons, Asbestos
Dover Mfg. Co., Canal Dover, O.

Safety Razors
(See Razors.)

Salamanders
Drouve Co., G., Bridgeport, Ct.

Sand Paper
(See Emery Paper.)
(See Carborundum Paper & Cloth.)

Sash Balances
Pullman Mfg. Co., Rochester, N. Y.

Sash Chains
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community Co., Oneida, N.Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Sash Cord
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Sash Fasteners
(See Fasteners.)

Sash Hangers
(See Hangers.)

Sash Lifts
Columbian Hdw. Co., Cleveland, O.
Griffin Mfg. Co., The, Erie, Pa.

Sash Locks
Ives Co., H. B., New Haven, Ct.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Shelby Spring Hinge Co., Shelby, O.
Taylor Mfg. Co., Hartford, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Sash Pulleys
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Saw Clamp
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Saw Handles, Cross-Cut
Ely Mfg. Co., Theo. J., Girard, Pa.

Saw Jointer
Pike Mfg. Co., Pike, N. H.

Saw Sets and Tools
Atkins, E. C., & Co., Indianapolis, Ind.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Morrill, Chas., 275 Broadway, N.Y.C.
Smith & Hemenway Co., 108 Duane St., New York.

Sawing Machines (Hand and Foot Power)
Barnes Tool Co., New Haven, Ct.

Saws, Hack
Atkins, E. C., & Co., Indianapolis, Ind.
Millers Falls Co., 28 Warren St., New York.
Union Hardware Co., Torrington, Ct.

Saws, Hand, etc.
Atkins, E. C., & Co., Indianapolis, Ind.
Norvell-Shapleigh Hardware Co., St. Louis, Mo.
Simonds Mfg. Co., Fitchburg, Mass.

Saws, Ice
Gifford-Wood Co., Hudson, N. Y.

Saws, Keyhole
Bridgeport Hdw. Mfg. Co., The, Bridgeport, Ct.

Scales
Landers, Frary & Clark, New Britain, Ct.
Osgood Scale Co., Binghamton, N.Y.
Pelouze Scale & Mfg. Co., 403-13 Ohio St., Chicago, Ill.
Reading Hdw. Co., Reading, Pa.
Stimpson Scale & Mfg. Co., 100 Park Place, Northville, Mich.

Scissors
(See Shears.)

Scissors Grinder
Buck, V. P., 82 Lincoln St., Boston, Mass.

Scrapers, Floor and Cabinet
Bennett Mfg. Co., The, 420 Auburn Ave., Buffalo, N. Y.
Fox Mfg. Co., 185 Second St., Milwaukee, Wis.
Hurley Machine Co., 153 So. Jefferson St., Chicago, Ill.

Scrapers, Foot
Reading Hdw. Co., Reading, Pa.

Screen and Window Hangers
(See Hangers.)

Screens, Coal, Sand, etc.
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Screens, Window
Sherwood Metal Working Co., Syracuse, N. Y.

Screw Drivers
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., The, Hartford, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
North Bros. Mfg. Co., Phila., Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Tuck Mfg. Co., Brockton, Mass.

Screw Machine Products to 1 in. Diameter
Barnes Co., Wallace, The.

Screw Pulleys
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Screws, Coach and Lag
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Hand and Bench
Chapin-Stephens Co., Pine Meadow, Ct.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Reading Hardware Co., Reading, Pa.

Screws, Machine and Cap
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws and Washers, Stop Head
Ives Co., The H. B., New Haven, Ct.

Screws, Wood
Parker Co., Chas., The, Meriden, Ct.

Scribes, Timber
Bemis & Call Hdw. & Tool Co., Springfield, Mass.

Scythes
North Wayne Tool Co., Hallowell, Me.

Scythe Stones and Whetstones
Carborundum Co., Niagara Falls, N.Y.
Cleveland Stone Co., Cleveland, O.
Pike Mfg. Co., Pike, N. H.

Separators, Dairy Cream
American Hardware Mfg. Co., 1208 Fulton St., Ottawa, Ill.

Sharpeners
(See Articles.)

Shears and Scissors
Atlas Shear Co., Bridgeport, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Heinisch's Sons Co., R., Newark, N. J.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Wiss & Sons Co., J., Newark, N. J

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Shears, Grass
Smith & Hemenway Co., 108 Duane St., New York.
Shears, Pruning
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Shears, Sheep
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Smith & Hemenway Co., 108 Duane St., New York.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Sheet Metal Specialties
Bridgeport Wire Goods Co., Bridgeport, Ct.
Shelf Boxes
(See Boxes.)
Shelf Ladders
(See Ladders.)
Shellac Bleachers
Berry Bros., Ltd., Detroit, Mich.
Shelving, Hardware
Warren Mfg. Co., J. D., Chicago, Ill.
Shingle Gauge
(See Gauges.)
Shoe Holder and Polisher
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.
Shoe Lasts and Stands
Root Bros. Co., The, Plymouth, O.
Shot Guns
(See Guns.)
Shovels, Spades and Scoops
Avery Stamping Co., Cleveland, O.
Show Cases
Grand Rapids Fixtures Co., Grand Rapids, Mich.
Quincy Show Case Co., Quincy, Ill.
Signs, Decalcomania
Meyercord Co., The, Chamber of Commerce, Chicago, Ill.
Silverware
(See Plated Ware.)
Sink Brushes, Wire
Bigelow, J. F., Worcester, Mass.
Sink Cleaners
Bridgeport Wire Goods Co., Bridgeport, Ct.
Sink Strainers
(See Strainers.)
Skate Sharpeners
Smith & Hemenway Co., 108 Duane St., New York.
Skates, Ice
Barney & Berry, Springfield, Mass.
New York Sporting Goods Co., 17 Warren St., New York.
Union Hdw. Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Skates, Roller
Barney & Berry, Springfield, Mass.
Chicago Roller Skate Co., 65 S. Canal St., Chicago, Ill.
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
New York Sporting Goods Co., 17 Warren St., New York.
Richardson Ball Bearing Skate Co., 501 Wells St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.
Skirt Hangers
(See Hangers.)
Skylight Gearing
Drouve Co., G., Bridgeport, Ct.
Sleds
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.
Snow Shovels
Avery Stamping Co., Cleveland, O.
Solderene
Solderene Co., 53 State St., Boston, Mass.
Solderene Flux Sticks
Solderene Co., 53 State St., Boston, Mass.
Solderene Paste
Solderene Co., 53 State St., Boston, Mass.
Solderene Sticks, Aluminum
Solderene Co., 53 State St., Boston, Mass.
Soldering Coppers
Clendennin Bros., Baltimore, Md.
Soldering Furnace, Kerosene
Barnes Tool Co., New Haven, Ct.
Soldering Furnaces
Clayton & Lambert Mfg. Co., Detroit, Mich.
Soldering Sets
Arcade Mfg. Co., Freeport, Ill.
Spark Guards, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Spoke Shaves
Stanley Rule & Level Co., New Britain, Ct.
Spoons and Forks
(See Plated Ware.)
Spoons, Tinned
Atlas Mfg. Co., New Haven, Ct.
Sporting Goods
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Draper-Maynard Co., Plymouth, N. H.
New York Sporting Goods Co., 17 Warren St., New York.
Spraying Machines
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, O.
Spring Hinges
(See Hinges.)
Springs
Barnes Co., Wallace, The, Bristol, Ct.
Tuck Mfg. Co., Brockton, Mass.
Springs, Door
Middletown Mfg. Co., Middletown, O.
Squares, Steel
Nicholls Mfg. Co., Ottumwa, Ia.
Russell & Erwin Mfg. Co., New Britain, Ct.
Squares, Try, Mitre, etc.
Stanley Rule & Level Co., New Britain, Ct.
Starrett Co., L. S., Athol, Mass.
Union Cutlery & Hardware Co., Unionville, Ct.
Stamping, Sheet Metal
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Mossberg Co., Frank, Attleboro, Mass.
Tuck Mfg. Co., Brockton, Mass.
Staple Puller, Fence
Bonner Mfg. Co., C. E., Chrisman, Ill
Utica Drop Forge & Tool Co., Utica, N. Y.
Staples, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Wright Wire Co., Worcester, Mass.
Steak Pounders
Arcade Mfg. Co., Freeport, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.
Steam Cooker and Baker
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Ohio Cooker Co., The, Toledo, O.
Steel
American Tube & Stamping Co., Bridgeport, Ct.
Steel Stampings, Cold Rolled
Advance Mfg. Co., Racine Junction, Wis.
American Tube & Stamping Co., Bridgeport, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Griffin Mfg. Co., The, Erie, Pa.
Mossberg Co., Frank Attleboro, Mass.
Steel Ware, Cooking
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Step Ladders
(See Ladders.)
Stocks and Dies
Armstrong Mfg. Co., Bridgeport, Ct.
Stop Bead Screws and Washers
(See Screws.)
Stove Lusta, Self Shining
Crosby & Co., Detroit, Mich.
Stove Polish
(See Polish.)
Stove Trucks
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Trellis Work
Wright Wire Co., Worcester, Mass.
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Coburn Trolley Track Mfg. Co., Holyoke, Mass.
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Peck-Hamre Mfg. Co., The, Berlin, Wis.
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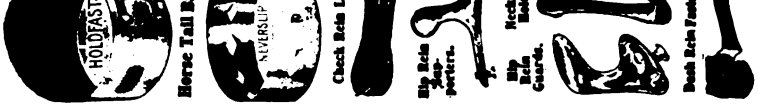
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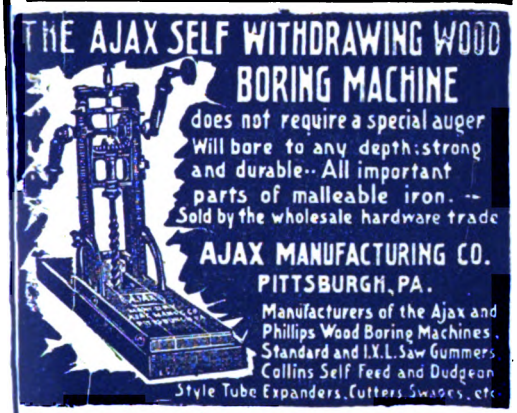
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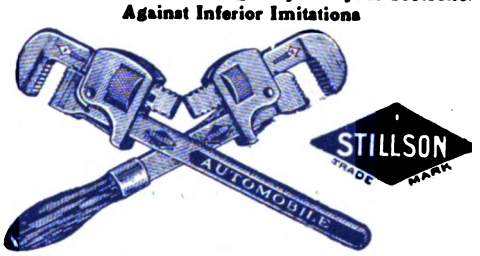


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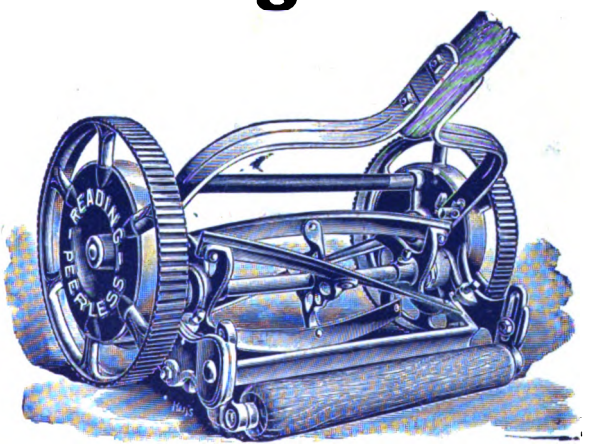
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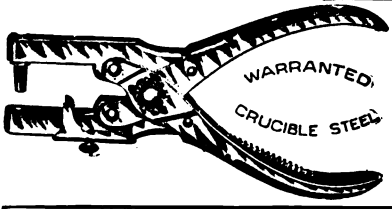
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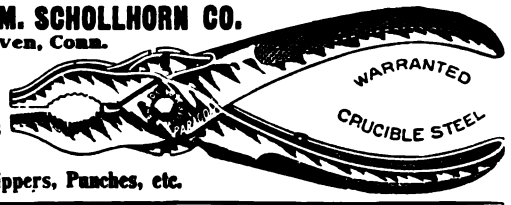


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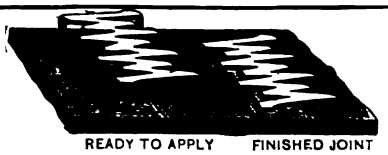
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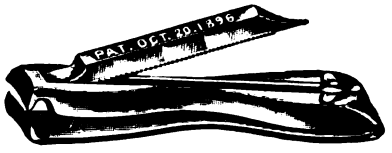


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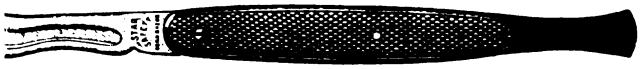
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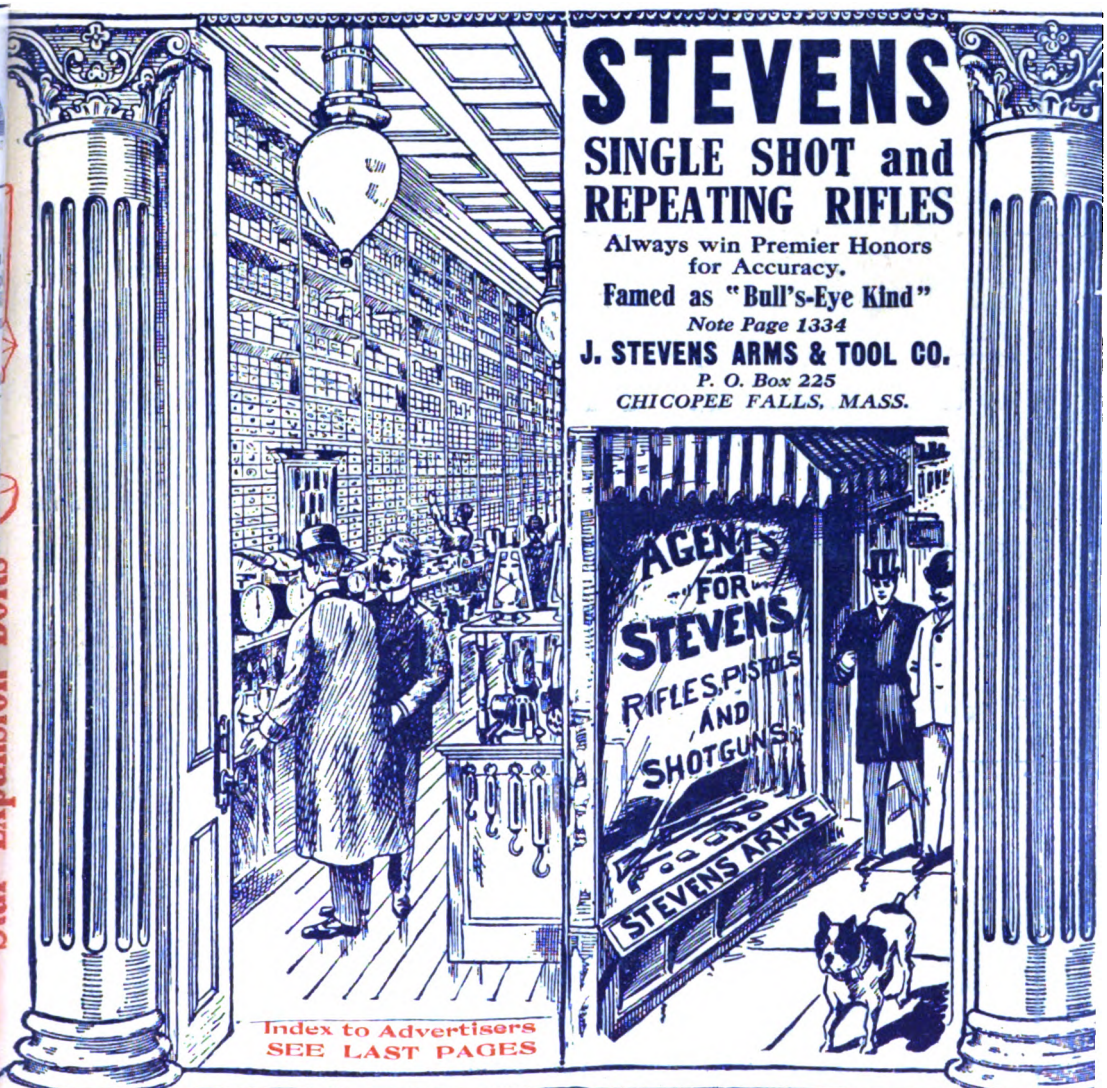
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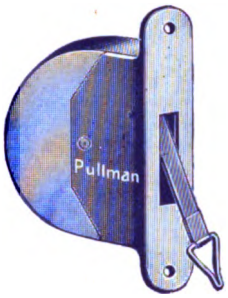


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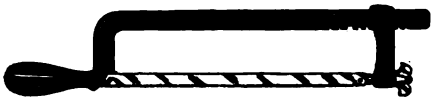
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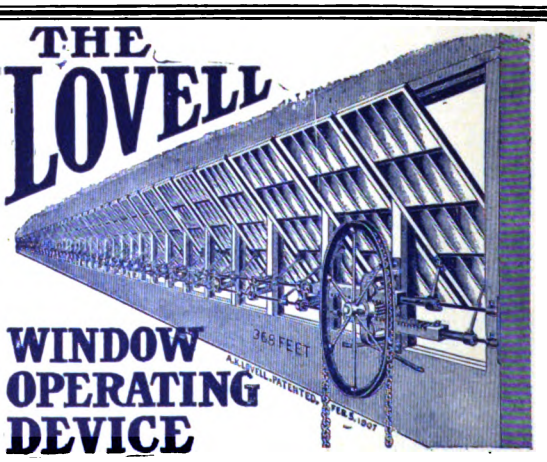
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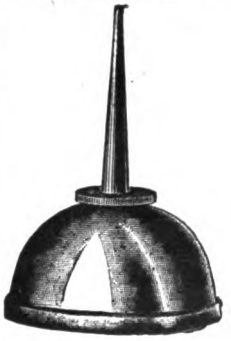


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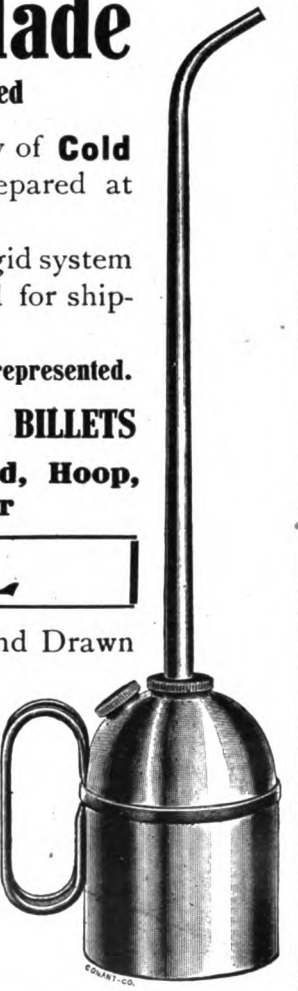
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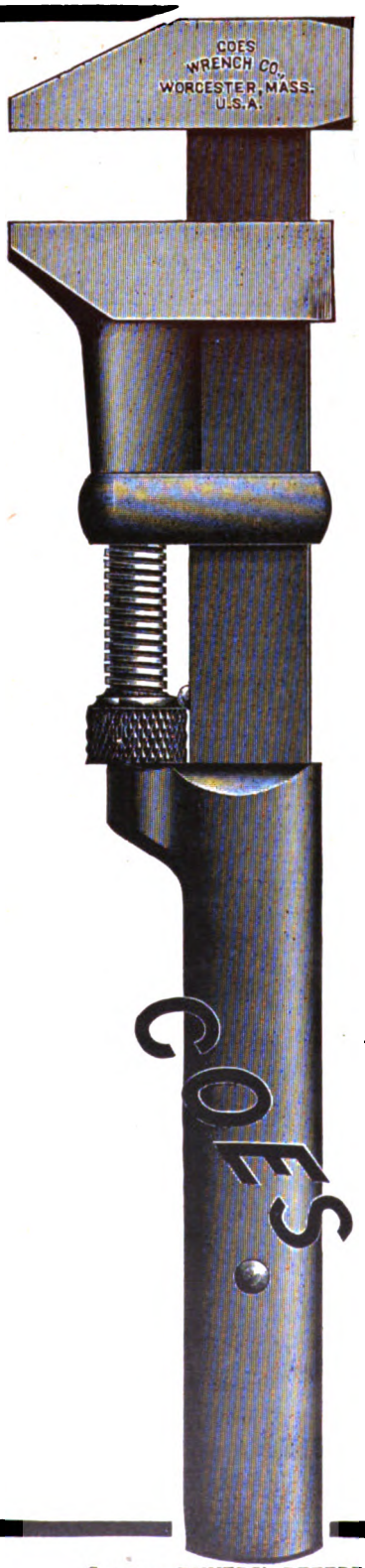


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¶ That is, while you may pay 5 per cent. **more** for the **genuine "Coes"** you are certain to get 30 per cent. **less trouble** and 30 per cent. **more service** out of the **original** than you can ever get out of **any** imitation, no matter what the price.

¶ Remember that wrench making is a fine art with us; we've been at it nearly seventy years. And every year of the seventy has brought some improvement—some closer approach to wrench perfection.

¶ Don't let your dealer wheedle you into buying a "Near-Coes" or a "Coes Pattern," or anything else in the wrench line, **except the Genuine Coes Wrench.** Look for the Star Trade Mark on the package.

¶ Made in five styles and forty-nine sizes, which range from 4 inches to 48 inches—one or more of them will meet your wrench needs. By the way—write for our Wrench Book.

COES WRENCH COMPANY
Worcester, Mass.

AGENTS { J. C. McCARTY & CO., - - 21 Murray Street, New York
JOHN H. GRAHAM & CO., 111 Chambers Street, New York

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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"AND IT DID OVERFLOW"

About Mail Order Competition

A little story suggesting how to meet it

IN the May issue we promised you a talk on Mail Order, (or any other) competition and how to meet it in the sale of

Yale Locks,
Yale Night Latches,
Yale Padlocks, and
Y. & T. Blount Door Checks.

And here it is.

Did you by any chance skim through the book of "Advertising Suggestions"* we sent you for pushing the sale of the above product and utter the fateful words:

"People won't read advertisements"!

We hope not!

We trust not!!

If you did, we quote for your benefit:

"While the lamp holds out to burn,
The wrongest-headed may return."

People don't read advertising matter? Why, man dear, what about the Mail Order Houses that are getting business right over your head, probably—in your own town—this very day?

They use nothing but paper and printer's ink, and people read their advertising matter to the responsive tune of more than $100,000,000 in hard cash every year.

Here is a clipping from the New York *Globe*, that tells whether people read advertising matter:

CHICAGO, March 28.—Lumbermen and lumber interests of the Middle West are organizing to protect their interests from Mail Order Houses, which are charged with ruining the trade of the retail dealer and the lumber interests generally.

Here, too, is a little story for those who believe that "People do not read advertising matter":

Long ago, in Spain, the Royal Academy debated a curious question. It was this: "Why is it, if a tub be filled to the brim with water, and a fish be then introduced, that the water will not overflow?"

Learned papers were read to explain this strange phenomenon.

Finally, a newly-elected member brought in a tub and the water and the fish.

He poured the tub brimful, put in the fish, and it *did* overflow. (See illustration.)

* Write for this if you have mislaid your copy.

The Moral of this story is that it is foolish to argue that which it is easy to demonstrate. Send for our advertising matter, send it out! Give it a fair test. Keep at it! The result is certain.

Dealers' Advertising Service

The Yale & Towne Mfg. Company

9 Murray Street, New York

Talk No. 4.

Digitized by Google

"BING GONE"

ORIGINAL POLAR STAR Ice Cream Freezer

It's all in Our Dasher

75c. With the POLAR STAR FREEZER the *HANDIEST, FASTEST,* most *SANITARY* and satisfactory Ice Cream Freezer on the market to-day. It's also the most inexpensive, costing but 75c. 75c.

"It's All in OUR Dasher"

Every housewife will want a **POLAR STAR FREEZER.** So simple a child can work it. Makes the most delicious Ice Cream in the shortest time. **FREE**—a specially prepared booklet containing 25 recipes for making the most delicious Ice Creams and water-ices with our **POLAR STAR FREEZER.** We sell the POLAR STAR FREEZER. Come in for a look-you'll certainly buy one, and enjoy it.



ICE CREAM *For the* FAMILY *in* 5 Minutes

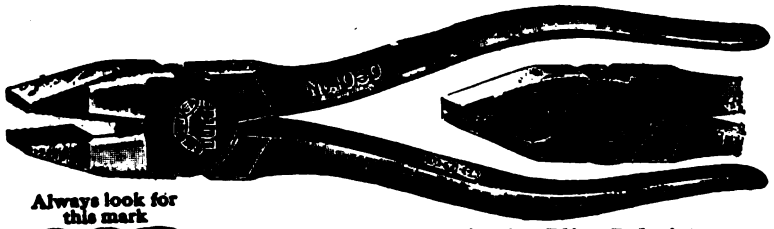
Ask your Jobber; if he can't supply, write us

SMITH & HEMENWAY CO.

108-110 Duane Street NEW YORK CITY

TOOLS FOR THE ELECTRICIAN AND LINEMAN

The Superior Quality of Utica Tools is indisputable. They cut easier, wear longer and do not tire the hand.



No. 1050 DUKE. This is the Plier that is proving popular with the Electrical Workers. A High Grade Tool (Quality Guaranteed) at a Low Price. Ask your dealer for it. If he has not got it, write us.

Always look for this mark

U TI CA

TRADE MARK

Only the genuine bear it.

Write for Plier Palmistry.

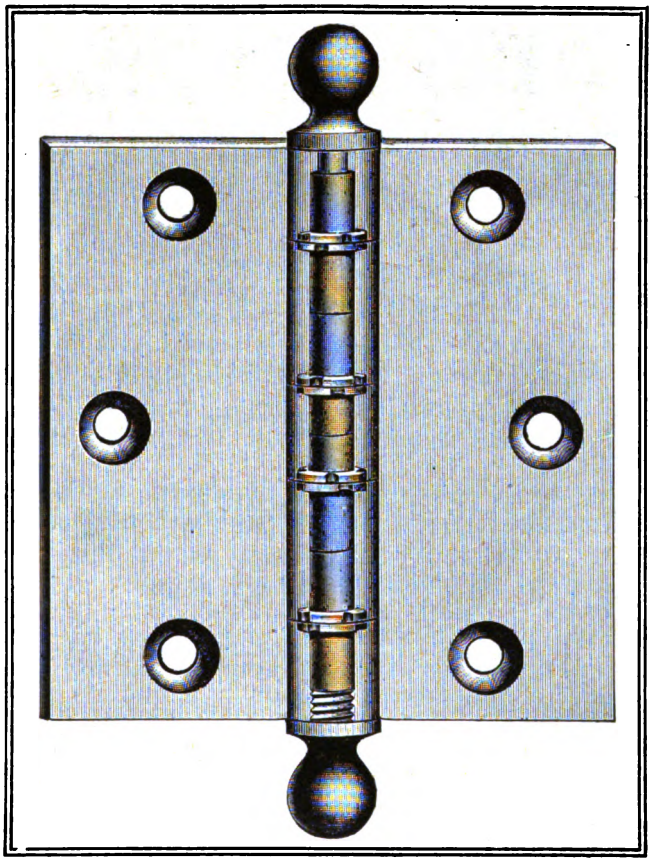
UTICA DROP FORGE & TOOL CO.

New York Office, 108-110 Duane St. 75½ Genesee St., Utica, N. Y., U. S. A.

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RUSSWIN



Wrought Bronze Metal Butts

WITH HARDENED STEEL BUSHINGS

STRENGTH :: DURABILITY

ADVANTAGES:

Tensile Strength of Wrought Metal.
Unequalled Durability due to the *Hardened Steel Bushings*, Lining the Knuckle throughout its entire length.

RUSSELL & ERWIN MFG. CO.

NEW BRITAIN, CONN.

NEW YORK
WASHINGTON
PHILADELPHIA
LONDON
CHICAGO
SAN FRANCISCO

Digitized by Google

BB BB

TO KNOW ROCK BOTTOM

¶At this time of unsettled values—with every buyer looking for lower costs than he is able to get—the retail hardware man needs a copy of our catalogue at hand every minute.

¶Remember, our prices are **guaranteed during the current month.** You need never pay more than the price we quote, for an order to us will bring the goods.

¶For instance, there are some quotations on shelf specialties, tinware, enameled ware, etc., in our June catalogue which you ought to know.

¶The best advertising we know how to do is to chop our selling price the minute our cost goes down, without waiting to see what "the market" does.

¶Write for catalogue No. K668.

BUTLER BROTHERS

Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis

Sample Houses, BALTIMORE DALLAS

BB BB

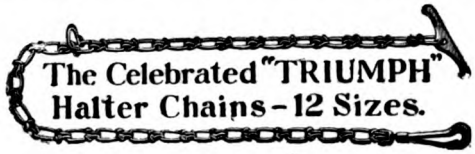
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LET YOUR SALESMEN

KNOW 'EM and SHOW 'EM

Triumph Halter Chains

A-R



A-R

ANTI-RUST FINISH—ALWAYS NEW

"BROWN" TIE-OUT

20 and 30 foot Lengths



4 Sizes of Chain

They are TWICE as STRONG as welded and cheaper

A LONGER PROFIT FOR YOU.
YOUR JOBBER CARRIES 'EM.

Made only by

The Bridgeport Chain Co , Bridgeport, Conn.

Special Representatives:
WIEBUSCH & HILGER, Ltd., New York

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LINOFELT









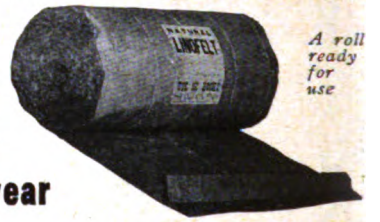


SOLD BY THE HARDWARE TRADE

38 TIMES as effective as BUILDING PAPER

For Making Houses

WARMER in Winter
COOLER in Summer
NOISELESS all the year



A roll ready for use

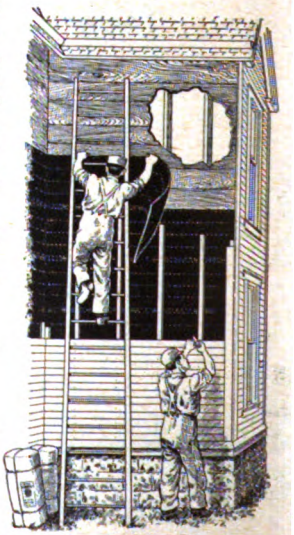
LINOFELT (linen felt) is a flax fibre insulating quilt for building purposes. Many tests show that it has the effectiveness of thirty-eight thicknesses of ordinary standard building paper for keeping out cold and noise. *Fifty million square yards* have been sold in the United States and Canada, and it is well and favorably known to the building trade and architects.

The same product, in slightly modified form, is sold by us for use in the manufacture of the leading line of refrigerators for domestic and business use. There are more refrigerator cars lined with Linofelt (to keep out heat and cold) than with all other materials combined. Linofelt was selected in preference to hair, or any other form of insulation because of its superiority and regardless of the price. The largest contract ever made for refrigerator car lining was given to Linofelt—7000 cars built in 1907 for the Harriman System.

Linofelt is made of only the fibrous covering of the flax plant the woody part is removed—leaving a fluffy fibre that is as fine as silk—a fibre known to the human race for fifty centuries in the making of linen. These Linofelt flax fibres have a peculiar quality (explained in our booklet, "The House of Silence") of resisting the passage of heat, cold and sound.

LINOFELT IS HOT EXPENSIVE

Linofelt adds less than one per cent. to the cost of an ordinary house in building—no back plastering is required—and when properly used it makes the house 25 to 100 per cent. warmer, depending upon how well it is built otherwise—so that it is *not an expense but a money saver* as well as a comfort.





If you are building you owe it to yourself to write for sample and our illustrated book "THE HOUSE OF SILENCE"—FREE.

It tells what you ought to know. Builders will please write on their business stationery.

For Frame, Brick or Concrete Buildings.
Vermin Proof — Odorless — Non-Decaying.

Linofelt will last as long as the house; ordinary building paper will not.

Sold by Hardware and Building Material Dealers.

UNION FIBRE CO.

30 Fibre Avenue, Winona, Minn.

THE PHILIP CAREY COMPANY, CINCINNATI, Distributers

Branches and Warehouses in New York, Philadelphia, Boston, Pittsburg, Cleveland, and all large cities in United States, Canada and Mexico.

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JUNE

On this page we illustrate our Mascot for June, "Diamond Edge Chisels," they are perfect tools.

TRADE MARK

1908

All our Salesmen are carrying samples of Diamond Edge Chisels this month. If our Salesman does not call—write us.

DIAMOND EDGE CHISELS

BLADES Made of special analysis steel especially adapted for tools requiring a fine cutting edge.

TEMPER "Diamond Edge" chisels are hand tempered and hardened by a secret process which eliminates soft spots, and insures a uniform temper. A perfect cutting edge is thus secured at every grinding.

HAND HONED Every chisel is sharpened by hand and is ready for use. Blades are polished to an extra fine finish.

TESTING When the proper temper has been obtained every tool is subjected to a severe strain of from 200 to 500-pound pressure, which brings out any defects. The elasticity of the blade thus proves the excellent quality of the tool.

HANDLES The handles are made of selected polished hickory with leather caps. The very best obtainable.

QUALITY All tools bearing the "Diamond Edge" brand are fully warranted and represent the acme of perfection in tool making.



The Gimlet
For June
MIKE KINNEY
Teamster and Editor
has worked off a few thoughts on
PROSPERITY
Real and Otherwise
TRADE JOURNALISM
Good and Bad.

Subscription Price: Hardware Clerks 12 cts. All others 24 cts. per annum.

Cut showing wooden box in which one-half dozen "Diamond Edge" Chisels are packed.

NORVELL-SHAPLEIGH HARDWARE COMPANY

ESTABLISHED 1843 ST. LOUIS

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STANLEY

VICTOR

ZIG-ZAG RULES

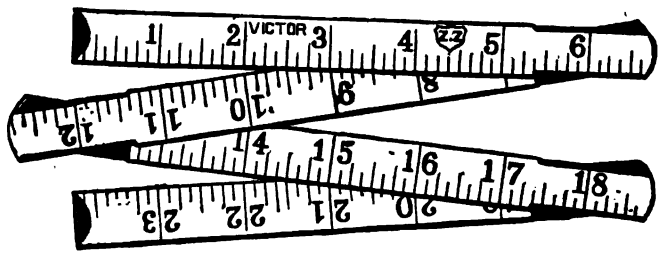
SURE SELLERS

We are now manufacturing a more complete assortment of ZIG-ZAG RULES than ever before.

Your attention is especially called to our latest addition

THE

"VICTOR" ZIG-ZAG RULE



This Rule supplies a demand for a cheaper rule than the "STANLEY" ZIG-ZAG Line, made with the same care and accuracy as the "STANLEY," but not so highly finished.

Sizes—Two to Eight Feet.
Finish—Yellow or White Enamel.

Write for Catalogue

THE STANLEY RULE AND LEVEL CO.

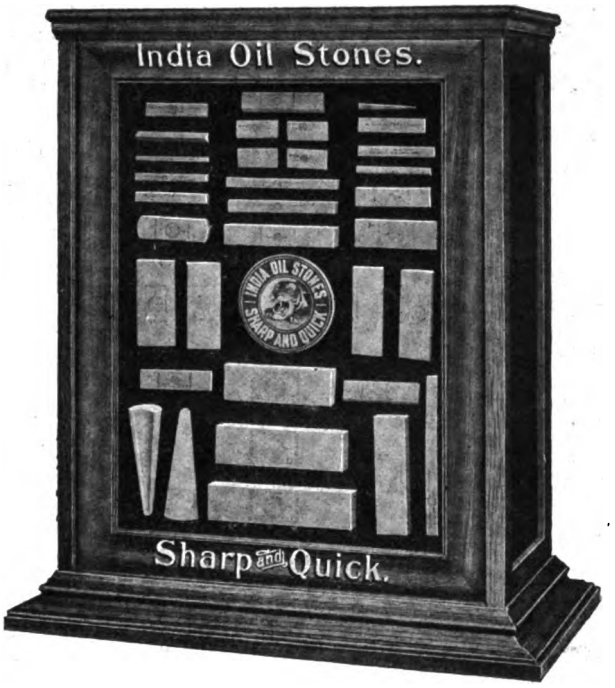
NEW BRITAIN, CONN., U. S. A.

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INDIA OILSTONE

Stock and Display Cabinet

Perfect In Appointment



Sales Made Easily

Beautiful In Design

Profits Increased Greatly

SUPPLIED FREE OF COST TO DEALERS HANDLING INDIA OILSTONES

A combination stock and display case, complete and up-to-date in every detail. Nicely finished in golden oak with plate glass front. It is an ornament to any hardware store.

The above illustration shows our all India Stock Case. We also supply a cabinet with a well assorted stock of both natural and India Oil stones.

SPECIAL FEATURES:

No wasted space. Every inch available.

Supplied in two styles; to open in back or in front as dealer prefers.

Its trade-pulling display increases sales, therefore the dealer's profits.

Stock is accessible, large enough in quantity and variety to meet the needs of all customers.

THE INDIA OILSTONE needs no introduction. It is the leader on the market to-day in its particular field. For durability, cutting qualities and general efficiency, it is unsurpassed, and is recognized the world over as the standard of quality.

A binding guarantee with every stone. Write for complete price list of the India line, and full information about stock cabinets.

INDIA OIL STONES · SHARP AND QUICK ·

PIKE MANUFACTURING CO.

PIKE, N. H.

Sole Selling Agents.

NORTON COMPANY, Worcester, Mass.

Manufacturers.

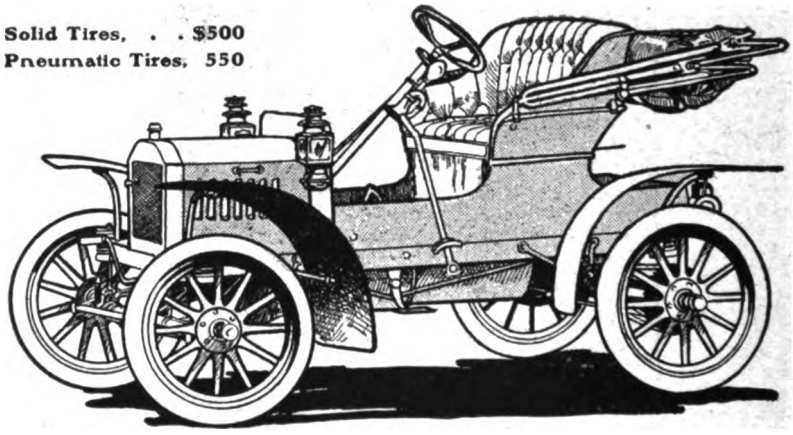
INDIA OIL STONES · SHARP AND QUICK ·

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THE

BRUSH RUNABOUT

Solid Tires, . . $500
Pneumatic Tires, 550



Ran 435 Miles on 18 Gallons of Gasoline

In the Detroit Dealers' Endurance Run

That is 24 miles per gallon, and only the ordinary gasoline as bought along the route. Over half the course was through mud, often up to the hubs. The only mechanical trouble was one bolt working loose. Not a thing was touched or adjusted, and the motor never missed an explosion, the car finishing in perfect condition, running better than when it started. This was not a special seasoned car but came down from the assembly room three days before the run started. It ran in the same class with the big fellows up to ten times its price and rated horse power.

Talk doesn't count. Results and accomplishments do.

BRUSH RUNABOUT COMPANY, - - DETROIT

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THE

"Universal"

Coffee

Percolator

is the perfection of the Drip Process



Sectional View Shewing the "Universal" Principle

It excels all other ways of making coffee because the percolating process is practically completed before the water boils.

Coffee made in it is easily known by its delicious aroma, its fine flavor, the absence of the bitter taste caused by boiling.

The "Universal" is made in three styles: "Empire" and "Colonial," made of pure aluminum, and a pattern in high grade Enamel Ware, all in four sizes: 4 cups, 6 cups, 9 cups and 14 cups. All parts are interchangeable and can readily be supplied.

Manufactured and Guaranteed by

Landers, Frary & Clark, New Britain, Conn., U. S. A.

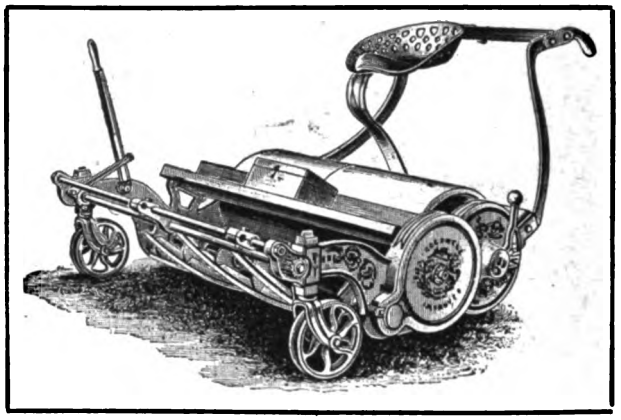
In Answering Advertisements it is Desirable that You Mention HARDWARE DEALERS' MAGAZINE.

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Coldwell Lawn Mowers

Hand——HORSE——Motor

USED EXCLUSIVELY ON NEW YORK CITY PARKS



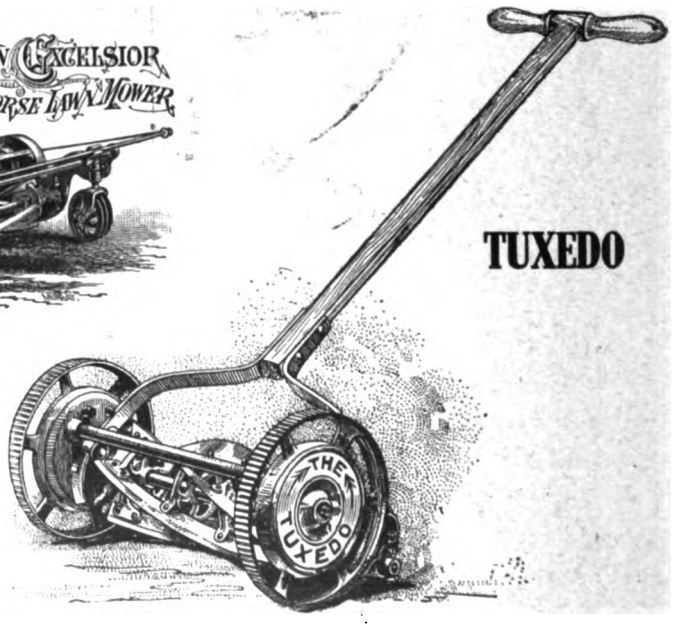
SEND FOR CATALOGUE

Coldwell Lawn Mower Company

NEWBURGH, N. Y.

CHICAGO PHILADELPHIA SAVANNAH





Our Catalogue for 1908 now ready. Write us for prices.

Chadborn & Coldwell Mfg. Company

NEWBURGH, NEW YORK

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Alabastine

The Sanitary Wall Coating



66⅔%

PROFIT ON INVESTMENT

On purchases of Alabastine of 500 pounds or over in delivered districts and sold at advertised prices, the dealer gets 66⅔ per cent. profit on his investment.

Absolutely the largest profit on any material used for a similar purpose.

Magnificent Volume of Sales

Dealers are selling from three to five times the amount of Alabastine ever sold before as a result of merit of goods and world-wide advertising.

Unquestionably the largest sale of any material used for a similar purpose.

Perfectly Satisfied Customers

This is any dealer's stock in trade or good will and Alabastine's pleased customers are its best advertisements.

Remember you are interested in profit and not price and that goods bought cheap that are known on the market as cheap goods and must be sold cheap do not yield the profit.

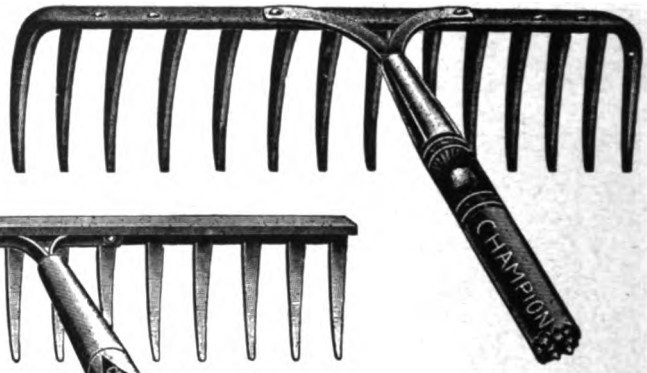
Alabastine is staple and yields a profit.

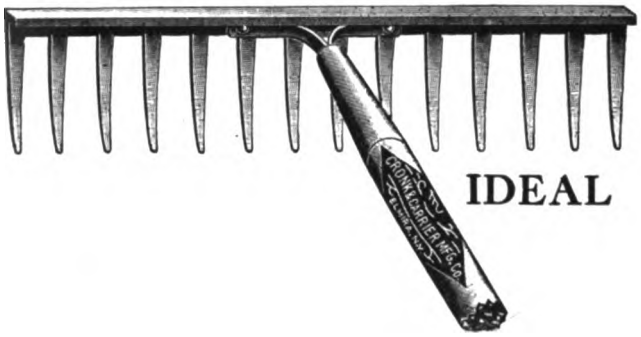
Alabastine Company Grand Rapids, Mich.
New York City, N. Y.

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"CRONK" QUALITY—"CRONK" PRICES

CHAMPION





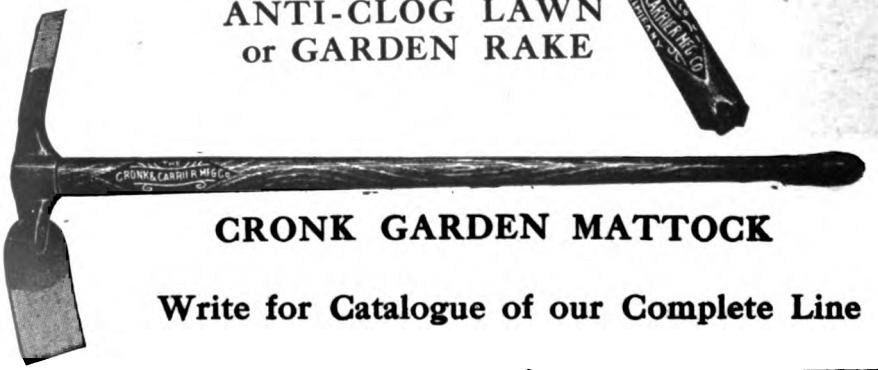
IDEAL

RIVETED WARREN PATTERN HOE





ANTI-CLOG LAWN
or GARDEN RAKE



CRONK GARDEN MATTOCK

Write for Catalogue of our Complete Line

The Cronk & Carrier Mfg. Co.

ELMIRA, N. Y.

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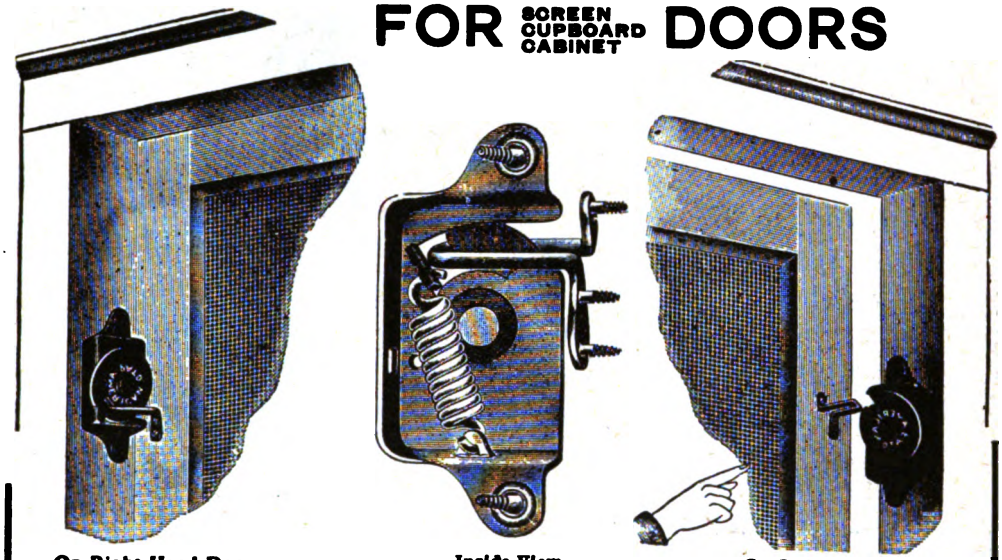
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THE No. 2 IMPROVED **AMERICAN SCREEN DOOR CATCH**

THE FAMOUS WHEEL CATCH

THE CATCH THAT LATCHES - - THE LATCH THAT CATCHES

FOR SCREEN CUPBOARD CABINET DOORS



On Right Hand Door — Inside View. — On Left Hand Door

WELL ADVERTISED—SELLS ON ITS MERITS.

Hardware and Implement Dealers



BE READY

to meet the demand which we are creating for THE

Illinois Dairy Separator

¶ We have just awarded a contract to the *largest advertising agency in the world* for an advertising campaign. To start at once.

This will aggregate many thousand dollars. Bound to bring results to live dealers.

Supreme Among Dairy Separators

Among its Advantages are

Complete Separation — Ease of Cleaning
Ease of Operation — Great Durability
Improved Safety Clutch — Low Down Supply Can
Involute Turbine Disc

BACKED BY OUR GUARANTEE

¶ Because it is made much heavier than any other machine of its kind, has simplest and most highly perfected speed mechanism and built to last from 18 to 30 years.

Write for Catalogue and Prices.

American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

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The Kahn Fireless Cooker

POSITIVELY THE ONLY FIRELESS COOKER TO SUCCESSFULLY ACCOMPLISH THE TRIPLE METHOD—ROASTING, STEAMING, BOILING.



EVERYBODY wants one in their home immediately after seeing sample. Dealers find it a quick and easy seller. Its strength, simplicity and cleanliness appeals to every woman.

This is the Cooker endorsed by the Commissary Department of the United States Army.

The DINNER PAIL

is a marvel for compactness, and insures a hot home dinner to every workingman. Beware of imitations. We are fully protected by the Felix Kahn Patents.



FOR FULL PARTICULARS, WRITE AT ONCE TO

KAHN FIRELESS COOKER CO.

35 CONGRESS STREET, BOSTON, MASS.

OR

THE W. L. CLARK COMPANY

General Distributors--Middle United States

MISSOURI TRUST BUILDING ST. LOUIS, MO.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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We Do Not Sell To Catalog Houses

but protect the dealers in their legitimate field by confining our sales through them exclusively.



The "Standard" Sewing Machine

is the only one sold through the dealer that is extensively advertised. Every month our ads in the leading women's magazines go into more than 3,500,000 homes and create business which according to our policy must be handled through the nearest dealer who represents us.

WE DO NOT SELL TO CATALOG HOUSES

The "STANDARD" line includes the Rotary, the Vibrator, Paragon, Norwood and Favorite, ranging in price from the lowest to the highest, affording more actual Sewing Machine value for the money than any other line on the market.

Every dealer who makes known locally that he has the "STANDARD" Agency, connects himself with our national advertising campaign and shares with us the business and prestige created.

We want a live dealer in every town in the country where we are not now represented to take a "STANDARD" Agency, and reap the benefits of our efforts in splendid profits and thoroughly satisfied customers. Write for full particulars to-day.

WE DO NOT SELL TO CATALOG HOUSES

The Standard Sewing Machine Co.

6412 Cedar Avenue, - CLEVELAND, OHIO

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HILL'S FAMOUS
CLOTHES DRYERS

Recognized the world over as the best designed, best constructed and most popular Dryers ever manufactured

For Lawn, Housetop, Balcony or Fire Escape



Hill's "Champion" Dryer for the Lawn

HALF A MILLION IN USE AND NOT A DISSATISFIED CUSTOMER

The Reel is made of best material throughout. It is self-fastening and locks to post when in use, and being made separate, can be easily removed when not in use. The post sets in a socket in the ground and can also be removed, thus leaving no obstruction at all in lawn between wash days Fitted with either wood post painted or steel tubing post galvanized.

All Castings of best refined Malleable Iron and Galvanized

Extensive advertising brings us inquiries from all sections which we refer to dealers who sell our Dryer. Are you a dealer in Hill Dryers?

MANUFACTURED ONLY BY

HILL DRYER CO., 315 Park Ave., Worcester, Mass.

NEW YORK OFFICE: 1133 BROADWAY

Partial List of Distributors of Hill's Famous Dryers:

Buffalo—The Republic Metalware Co.
Baltimore—The Carlin & Fulton Co.
Chicago—Hibbard, Spencer, Bartlett & Co.; The Republic Metalware Company.
Detroit, Mich.—Buhl Sons Company.
Duluth, Minn.—Marshall-Wells Hdwe. Co.
Kansas City, Mo.—The Richards & Conover Hdwe. Co.
Los Angeles, Cal.—Waterhouse & Price Co.
Minneapolis, Minn.—Janney, Semple, Hill & Co.
New York City—The Republic Metalware Co.; Neal & Brinker Co.
Omaha, Nebr.—Wright & Wilhelmy Co.
Oakland, Cal.—Waterhouse & Price Co.
Philadelphia—The Biddle Hdwe. Co.
Pittsburg—The Clydesdale Co.
Portland, Ore.—Waterhouse & Price Co.
Rochester, N. Y.—Mathews & Boucher Co.
San Francisco—Waterhouse & Price Co.
Seattle, Wash.—Waterhouse & Price Co.
St. Paul, Minn.—Farwell, Ozmun, Kirk & Co.
Sioux City, Ia.—Knapp & Spencer Co.
Utica, N. Y.—W. B. Parry & Son.

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FOR THE CITY PORCH, as well as for the country.

THE OLD APPLE-TREE SWING

is one of the joys of Summertime. Strong, convenient and cheap. Made from powerful chain, galvanized to prevent rust. It has swung itself into favor wherever shown. A pleasure for Child or Adult.

ONEIDA COMMUNITY, Ltd.

ONEIDA, NEW YORK

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

Digitized by Google

OVER 50,000 TONS *of* CLINTON WELDED WIRE GOODS SOLD LAST YEAR

For over half a century we have been manufacturing wire cloth of every description, embracing woven wire fence, electrically welded wire fabrics for concrete construction, wire lath, hexagonal netting, perforated metals, etc. During this entire period Clinton Wire Goods have been the standard in their line.

Our facilities for manufacturing are perhaps best described by stating that we can furnish any mesh from any kind or size of wire that can be woven on the most approved types of power looms. Our machinery has been designed by experts, and we are thus in a position to produce goods which will prove satisfactory wherever used.

Our policy has been to produce an article first-class in every respect, and then improving the machinery on which it is made so as to reduce its cost to the lowest possible point consistent with the maintenance of this standard.

Our large and constantly increasing sales have obliged us to make frequent additions to our manufacturing plant, which is now equipped with the most up-to-date machinery embodying every improvement suggested by experience and ingenuity.

Large stocks of the standard styles of our goods are carried at our factories and branch offices, and orders can therefore be shipped on sight.

Catalogs of Poultry Netting, Galvanized Wire Netting, Wire Lath, the Clinton Fireproofing System and Perforated Metals sent free on application.

CLINTON WIRE CLOTH COMPANY

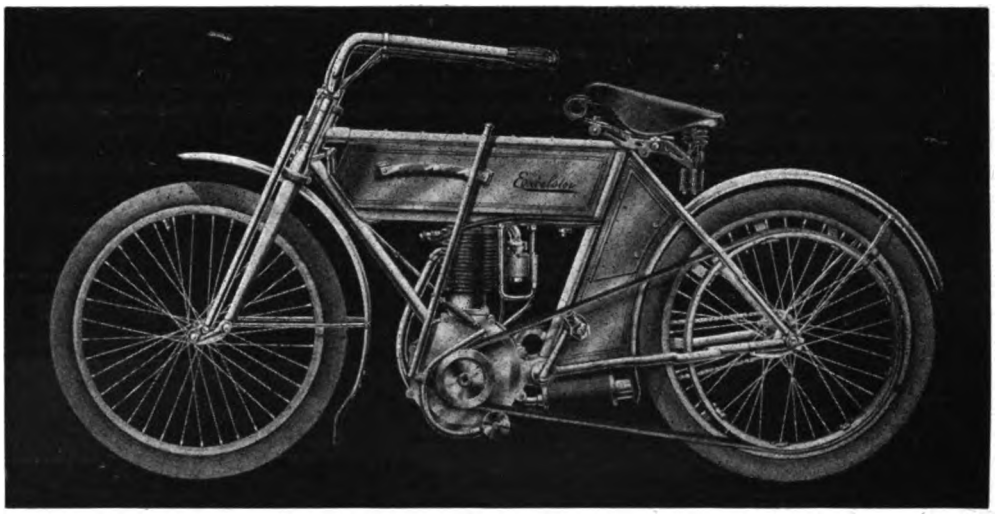
CLINTON, MASS.

Branch offices at

NEW YORK *BOSTON* *CHICAGO* *SAN FRANCISCO*

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THE EXCELSIOR AUTO-CYCLE



The Touring Car of Motor Cycles

Gives all the comfort, speed and service of an automobile at no more cost of up-keep than an ordinary bicycle. It is designed right, built right, and runs right, on good roads or bad, up hill or down, and is always ready for immediate use. Possesses more practically good features than all other motor cycles combined, among which are

PERFECT SHOCK ABSORBING SPRING FORK

LOW COMFORTABLE SADDLE POSITION

LONG WHEEL BASE **FREE MOTOR**

Three and One-quarter Horse-power Guaranteed

Price, $225

Write for our new Catalog 41 and the best agency proposition ever offered by a reliable company.

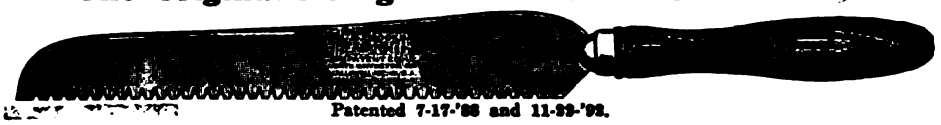
Excelsior Supply Company

Established 1876

233-235-237 Randolph St., Chicago

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The Original Non-grind-off-toothed Bread Knife



Patented 7-17-'88 and 11-22-'92.

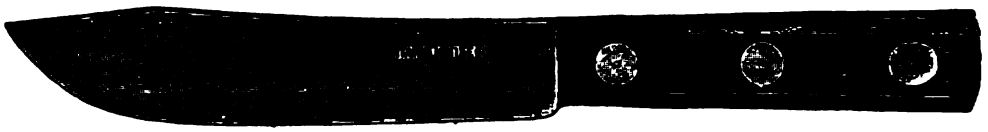
UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

THE ONTARIO KNIFE COMPANY

Franklinville, New York



Manufacturers of

BUTCHER, STICKING, SKINNING, BONING, BREAD, SHEATH, PUTTY, KITCHEN, PARING, CANNING, HOUSEHOLD, CORN, FISH, SHOE

KNIVES

CORING HOOKS, PITTING SPOONS, WALL SCRAPERS

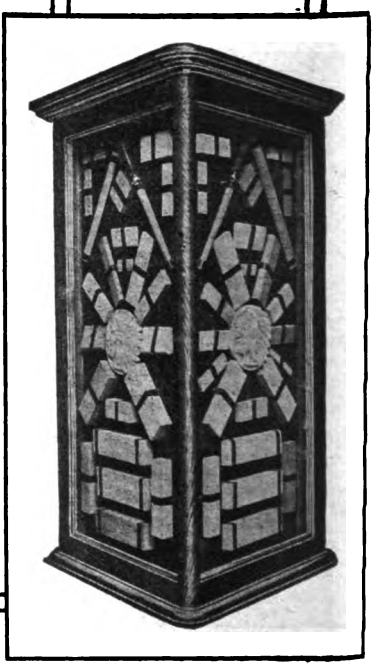
TABLE CUTLERY

We sell exclusively to the Wholesale Trade. Every wholesale dealer should have our catalog.

CARBORUNDUM

SHARPENING STONES

Widely advertised—
Universally used—
NO PROGRESSIVE DEALER
CAN AFFORD TO
BE WITHOUT THEM.
Ask for our free
DISPLAY CASE OFFER.



The Carborundum Company

Niagara Falls, N. Y.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Star Safety Razor

PAR EXCELLENCE



Best by Test for 30 Years

THE only safety razor with a hand-forged and concaved blade that can be automatically stropped. The only safety razor that will remove any kind of a beard with ease, rapidity and comfort to the user.





The Star Safety Razors make customers for the DEALERS

They give absolute satisfaction

The retail prices are strictly maintained for the benefit of the retail dealers.

Star Safety Razors net a larger profit than any other safety razor on the market.

In sets to retail from

$1.50 to $35.00

You can suit the consumer's purse.

We extensively advertise our razors, etc., in all the popular magazines.









Write us for our Agency Proposition, Discounts and Catalogues : : : :

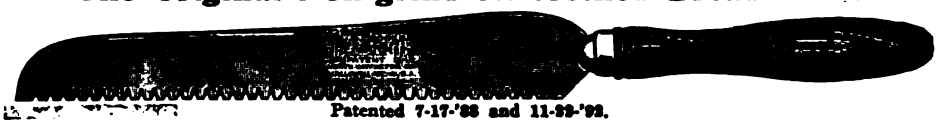
Kampfe Bros.

8-10-12 Reade St., New York

See Our SAFETY CORN RAZOR, Advertised on the Back Cover

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The Original Non-grind-off-toothed Bread Knife



Patented 7-17-'88 and 11-22-'92.

UNEQUALED for slicing bread or cake, hot or cold, cold meats, etc. **Acts like a saw in cutting frosting thereby avoiding the cracking or crumbling incident to using a common wedge shaped knife edge.**

TO SHARPEN:—Simply rub the smooth side on the stone just as would be done with a plain edged knife.

Manufactured by NORTH WAYNE TOOL CO., Hallowell, Me., U. S. A.

THE ONTARIO KNIFE COMPANY

Franklinville, New York



Manufacturers of

BUTCHER, STICKING, SKINNING, BONING, BREAD, SHEATH, PUTTY, KITCHEN, PARING, CANNING, HOUSEHOLD, CORN, FISH, SHOE

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CARBORUNDUM

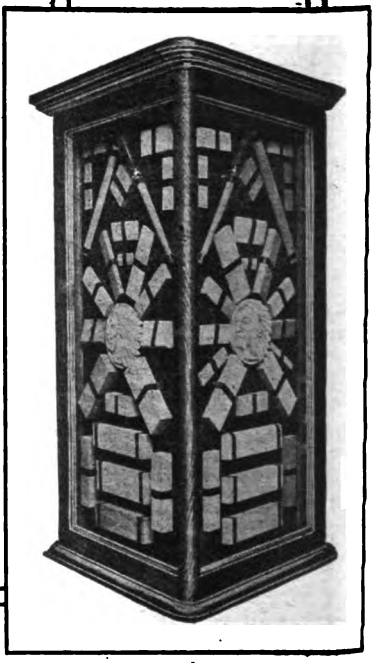
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The Carborundum Company

Niagara Falls, N. Y.

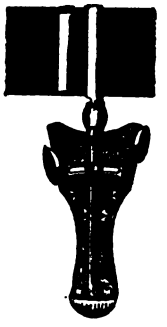


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Star Safety Razor

PAR EXCELLENCE



Best by Test for 30 Years

THE only safety razor with a hand-forged and concaved blade that can be automatically stropped. The only safety razor that will remove any kind of a beard with ease, rapidity and comfort to the user.







The Star Safety Razors make customers for the DEALERS

They give absolute satisfaction

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Star Safety Razors net a larger profit than any other safety razor on the market.

In sets to retail from

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Write us for our Agency Proposition, Discounts and Catalogues : : : :

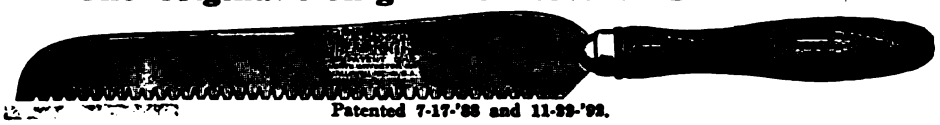
Kampfe Bros.

8-10-12 Reade St., New York

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THE ONTARIO KNIFE COMPANY

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Manufacturers of

BUTCHER, STICKING, SKINNING, BONING, BREAD, SHEATH, PUTTY, KITCHEN, PARING, CANNING, HOUSEHOLD, CORN, FISH, SHOE

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CORING HOOKS, PITTING SPOONS, WALL SCRAPERS

TABLE CUTLERY

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CARBORUNDUM

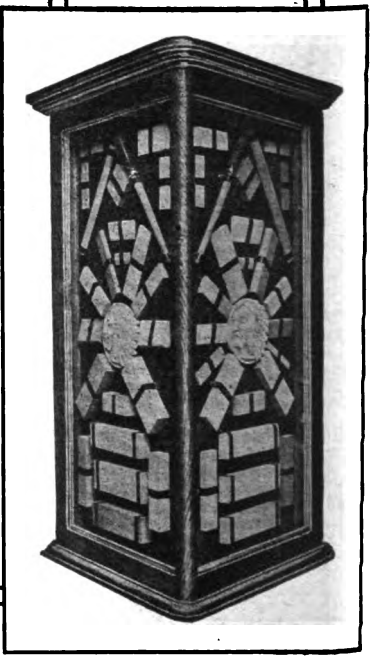
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NO PROGRESSIVE DEALER
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BE WITHOUT THEM.

Ask for our free
DISPLAY CASE OFFER.

The Carborundum Company

Niagara Falls, N. Y.



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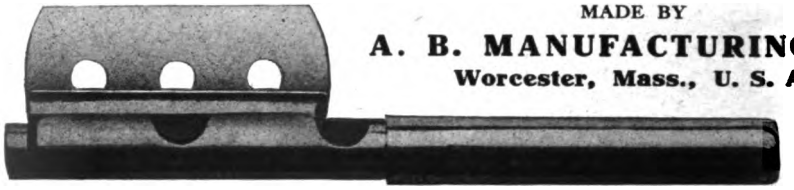
8-10-12 Reade St., New York

See Our SAFETY CORN RAZOR, Advertised on the Back Cover

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A STROPPER FOR GILLETTE BLADES

and other Wafer Blades that meets every requirement. If you have tried others and found them impractical, the A. B. Stropper will be all the more appreciated.



MADE BY

A. B. MANUFACTURING CO.

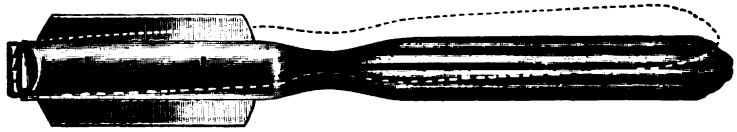
Worcester, Mass., U. S. A.

PATENTS PENDING

A. B. STROPPERS ARE SIMPLICITY IN CONSTRUCTION
A. B. STROPPERS ARE SIMPLICITY IN OPERATION

A blade can be stropped in less than one minute. The construction assures the proper bevel of blade and the manner of holding the blade allows it to be stropped just as you would an old-fashioned razor—which is the right way. Any construction that does not allow the back of holder to rest on the strop and permit the blade to be stropped alternately—first on one side and then on the other side of the SAME EDGE—is not mechanically correct. **BOTH SIDES OF THE SAME EDGE MUST BE BEVELED EQUALLY AND AT THE SAME TIME, IF A KEEN RAZOR EDGE IS EXPECTED.** Although we have only begun our advertising campaign, the direct returns from the advertising done proves that there is a tremendous demand for a stropper that is right, and that we have in the A. B. Stropper one that is recognized as all right. We shall co-operate with the dealer by extending our advertising through the coming months. The wise dealer will put in an order at once, so that we may refer inquiries to him. Incidentally, be sure and get our handsome three-colored display card. Sell one A. B. Stropper and that one sells another. Write, not to-morrow but to-day, for our proposition.

The "Gillette Blade" Stropper



THE PEERLESS STROPPER (Patented May 12th, 1908)

THE man who uses a Gillette Razor MUST STROP the edge of the blade to get the BEST shaving results. The PEERLESS STROPPER is simple, inexpensive (retails at 50c.) and is made so that the blade CANNOT be stropped wrong, as it places the blade at its PROPER ANGLE while being stropped.

Ask your jobber, or write for particulars and TRADE PRICES.

EDWARD ZINN, High Grade Novelties
570 Hudson Street .·. NEW YORK CITY

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AutoStrop THE PERFECTED SAFETY RAZOR

Strops Itself

PROGRESSIVE DEALERS SELL THEIR CUSTOMERS THE LATEST AND BEST OF EVERYTHING.

Why Not the AutoStrop?

Any man with Common Sense inside and a Beard outside knows



1. That a razor will lose its fine cutting edge by the time he has used it through one shave.
2. That if he wants a clean and comfortable shave, he must strop his razor.
3. That to change the blade after each shave is expensive and troublesome.
4. That to take a razor apart to clean is a nuisance. He therefore buys the AutoStrop, which saves time, trouble and expense.



Standard Set, as illustrated, consists of Quadruple Silver-Plated Self-Stropping Razor—12 AutoStrop Blades—One Horse Hide Strop—All in Handsome Compact Leather Case—Size, 2 x 3¾ inches.

LIST, $5.00

AutoStrop Safety Razor Co.
Manufacturers
345 Fifth Ave., NEW YORK

Wiebusch & Hilger, Ltd.
Special Distributors to the Jobbing Trade
92 and 94 Walker St., New York
106 and 110 Lafayette St., New York

WRITE FOR PRICES

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QUALITY TELLS | THE ATLAS BRANDS | QUALITY TELLS


No. 163.

Embody All the Essential Features Required in a Good Running Shear, with an Exceptionally Fine Cutting Edge.

Send for Catalog No. 17

THE ATLAS SHEAR COMPANY

CAST SHEARS SCISSORS TINNER SNIPS

BRIDGEPORT, CONN., U. S. A.

Ward Safety Razor

THE SIMPLEST RAZOR EVER MADE

The ONLY SAFETY RAZOR with the NATURAL SLIDING STROKE, cuts the beard and does not scrape it off like a hoe.

ONLY TWO PARTS, HANDLE AND BLADE EASILY CLEANED INSTANTLY ADJUSTABLE



Cut one-half size.

LARGEST PROFIT

Sold only through dealers. All inquiries from our big advertising campaign turned over to dealers in locality from which inquiries are received.

The selling of a WARD RAZOR means a satisfied customer, and we stand back of you in the guarantee.

More WARD RAZORS sold in same length of time on the market, and a smaller percentage returned under the thirty-day absolute guarantee than any other safety razor made.

THE WARD SAFETY RAZOR CO., 751 Star Bldg., 356 Dearborn St., CHICAGO

"ADAMITE" OIL STONES



CUT FASTER AND LAST LONGER THAN OTHER MAKES

In all standard shapes and for every purpose. Made from the hardest and toughest electrical product,

"ADAMITE"

ALSO

The Largest Manufacturers of RAZOR HONES in the World

We want responsible Agents everywhere. Send for Catalogues No. 1 and No. 2 and buy direct from the manufacturers.

NIAGARA OIL STONE CO., North Tonawanda, N. Y., U. S. A.



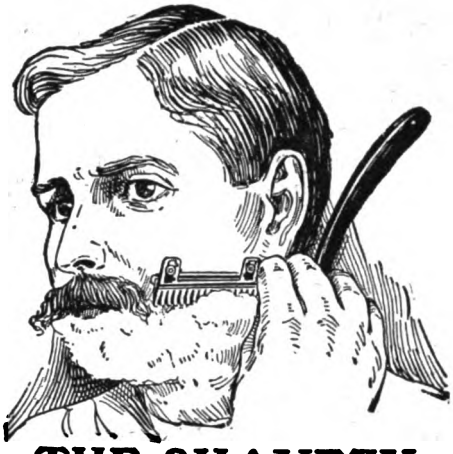
PERFECTION SCISSORS GRINDER

Why be with a pair of dull scissors when any man, woman or child can grind a pair on this Machine in one minute? This Machine works Automatically and is built of the best material; will last a life time; price $15.00. Liberal discount given to the trade.

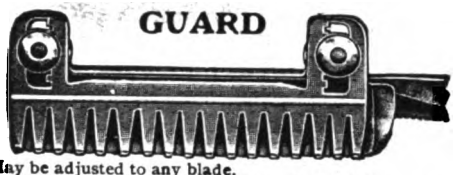
Manufactured By V. P. BUCK, 82 Lincoln St., BOSTON, MASS.

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THE SHAVEZY GUARD



May be adjusted to any blade.
Instantly changed from right to left.
Is the best and a Cheap Guard.

Get my prices, which are right.

L. T. WEISS, Sole Manufacturer
297 Taaffe Place, BROOKLYN, N. Y.

'Ever-Ready' SAFETY CORN KNIFE 50¢



Another Ever-Ready Success!

Sells at sight. A clever outfit with four blades—attractively boxed to retail for half a dollar with good profit to dealers. Sample with "ad" helps for those who write.

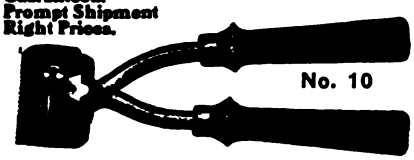
American Safety Razor Co. Inc.
320 BROADWAY, NEW YORK
38 Holborn Viaduct, London, Eng.
591 St. Catherine St., Montreal, Canada

"EVER-READY"—a rubber massage cup—rubs the lather in. Retails for 15 cts. Sample and details, write American Safety Razor Co., Inc., N. Y.

HOTCHKISS CLIPPERS

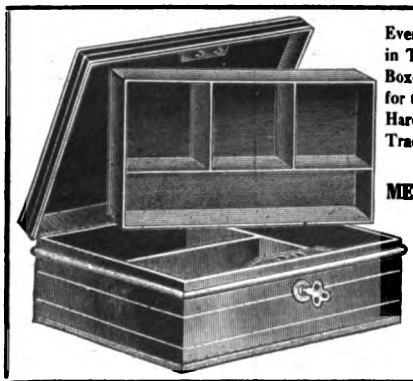
Simple in Design
Elegant in Finish

Standard Quality and Workmanship Guaranteed. Prompt Shipment Right Prices.



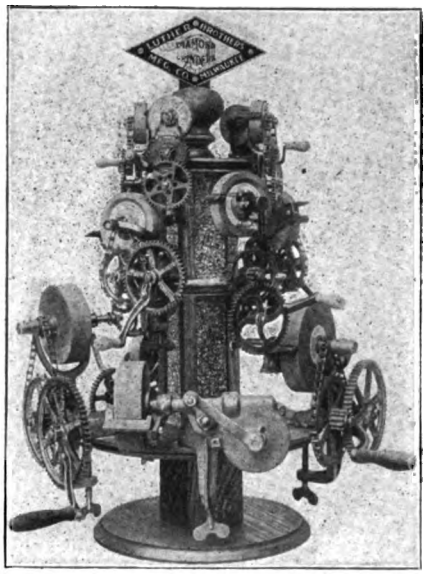
Send for Descriptive Catalogue and Prices.

EDWARD S. HOTCHKISS
Railroad Ave., BRIDGEPORT, CONN.



Everything in Tin Boxes for the Hardware Trade

MERRIAM MFG. CO.
Durham Conn.



FREE—THIS STAND—FREE

We want one of these display racks in the Best Hardware Store in each town, showing our line of

CARBORUNDUM TOOL SHARPENERS

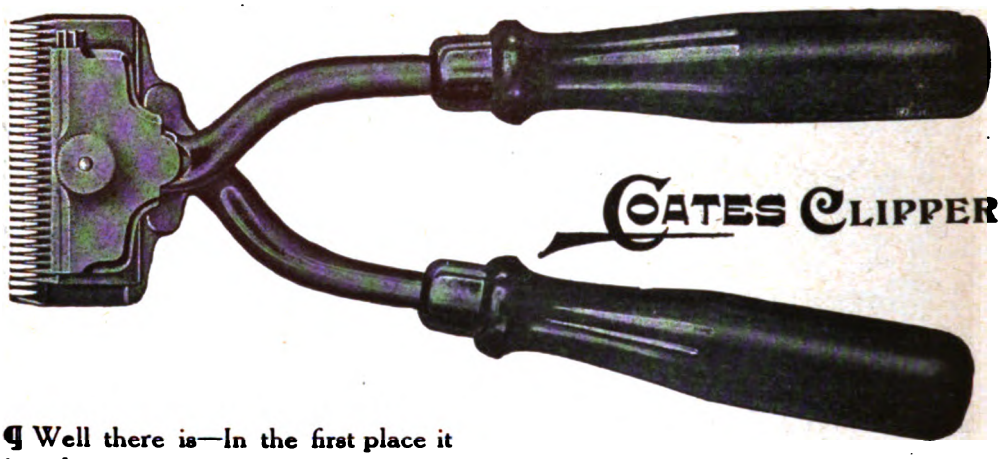
The biggest trade boosters on the market.

Luther Bros. Co., 120 Carver Ave., Milwaukee, Wis.

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There Must Be Some Virtue in a Clipper That Increases in Sales

to such an extent that even DOUBLING and TRIPLING the production FAILS to OVERSTOCK it.



¶ Well there is—In the first place it is a beauty.

¶ The principle for distributing the tension is correct.

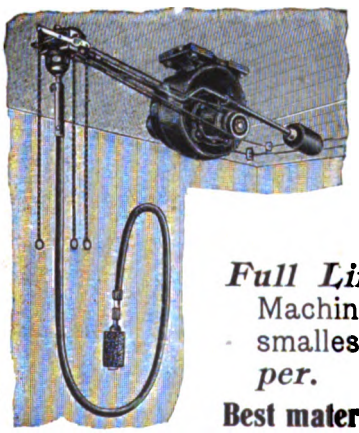
¶ The concave grinding is a feature.

¶ The idea of testing each plate to a constant tone pitch is good.

¶ Added to this the COATES clipper methods make it sell.

COATES CLIPPER MANUFACTURING CO., Worcester, Mass., U. S. A.

Sole Selling Agents: JOHN H. GRAHAM & CO., 113 Chambers St., New York



PRIEST'S CLIPPERS

Priest's Single No. 9
A Perfect Power Clipper and Groomer for One Operator. Direct Connected Electric Power.

Full Line—The Largest Power Machines to the lightest and smallest *barbers' hand clipper.*

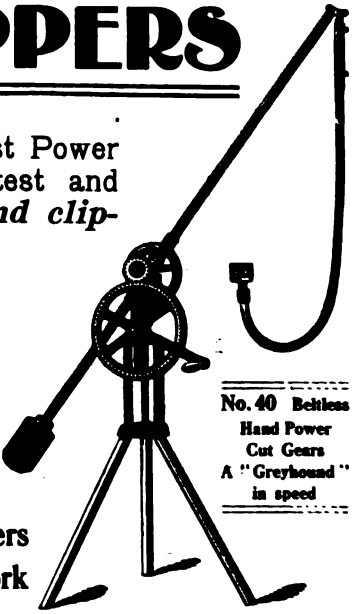
Best materials only used.

All parts interchangeable: *reduces cost of maintenance.*

Why not get posted?

Ask for Catalogues!

Jobbers quoted on request.



No. 40 Beltless Hand Power Cut Gears A "Greyhound" in speed

American Shearer Manufacturing Co., Makers
Wiebusch & Hilger, Ltd., Selling Agents, New York

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Shear making "up-to-date" is found in

HEINISCH TAILORS' SHEARS, TRIMMERS, SCISSORS, TINNERS' SNIPS, ETC.

"BEST IN THE WORLD"

Since 1825, and a steady increase in sales due to their superior cutting quality.

R. HEINISCH'S SONS CO., NEWARK, N. J., U. S. A.

New York Office and Salesroom, 155 Chambers Street





"Better Than Need Be" Goods

ICE PICKS—16 styles. Needle pointed, highly tempered, pick points are GROUND, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS of the HIGHEST GRADE, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

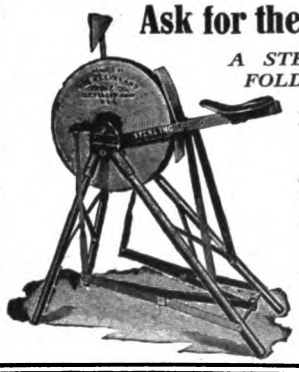
Catalog for the Asking

THE GILCHRIST COMPANY

NEWARK, N. J.

Ask for the STERLING

A STEEL TUBULAR FOLDING FRAME



Ball-Bearing

Crated

The Best Mounted Grindstone Made

The Cleveland Stone Co.

Cleveland Chicago

New York Boston

TRADE UN-X-LD MARK.

The Kind of Cutlery that has Good Selling Points

¶ Everything in our Cutlery is given the utmost attention before it leaves our hands.

¶ We use only the best of material in its manufacture.

¶ UN-X-LD CUTLERY is made RIGHT and STAYS SO.

¶ There's 50 years' experience in back of that claim.

¶ The price is a little higher than others, but—

¶ When a Hardware Merchant sells UN-X-LD cutlery — there's no dissatisfaction on part of the buyer.

¶ Nothing but satisfaction and words of praise.

¶ There's a good lot of selling points in that.

¶ Suppose we tell you of others?



NORTHFIELD KNIFE CO.

Northfield

Conn., U. S. A.

WINSLOW'S Skates

THE BEST ICE AND ROLLER SKATES

WE are the oldest and largest manufacturers of skates in the world. Our lines are the most complete on the market, and are made in all styles and grades.

When writing for catalogue please let us know whether you are interested in Ice or Roller Skates.

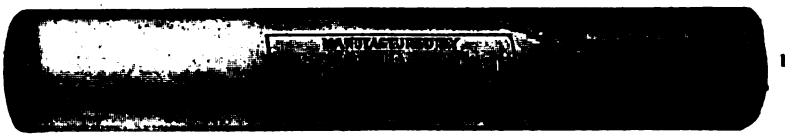
THE SAMUEL WINSLOW SKATE MFG. CO.

Worcester, Mass., U. S. A.

New York, 84 Chambers St. London, 8 Long Lane, E. C.

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Safest to handle.



Strength branded on every stick.

GET THE BEST

Aetna Dynamite

Made by

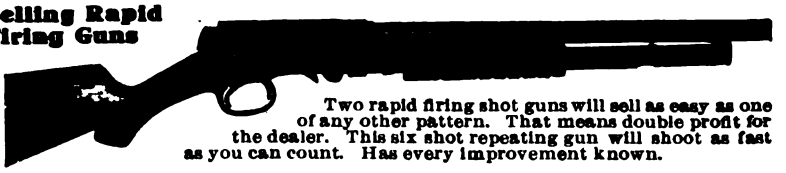
The Aetna Powder Co., Chicago

We do not sell mail order houses

YOU Make Double Profit

List Price $19.00
Write for trade price

Selling Rapid Firing Guns



Two rapid firing shot guns will sell as easy as one of any other pattern. That means double profit for the dealer. This six shot repeating gun will shoot as fast as you can count. Has every improvement known.

THE UNION FIRE ARMS COMPANY, 250 Auburndale, Toledo, Ohio

"VELVET TREAD" Simplest and Strongest

Our Aluminum, Steel and Fiber Wheels have become popular with all skaters.

WE CARRY A FULL LINE OF RINK EQUIPMENTS

CHICAGO ROLLER SKATE CO., 65 So. Canal St., CHICAGO

An Automatic Clerk

that watches your interests while you are out. : :



Detects Omissions and Errors. Shows Day's Work at a Glance

SAVES MONEY SAVES LABOR

Standard Cash Register Co.

30 Chestnut Street, - Wabash, Indiana

"Fun for all *all* the year"



Wabash Express Wagons
Wabash Flyer Wagons
Wabash Coaster Wagons
Wabash Farm Wagons
Wabash Limited Hand Cars
(FOR CHILDREN)

Ask for catalogue and prices through your jobber or direct.

Wabash Manufacturing Company
Wabash, Ind.



WATER

FILTERS.—There is a demand for filters that will *do the work*—A display of the **LYNN** will convince you.—Highest grade filter on the market.—**Prices to attract.**

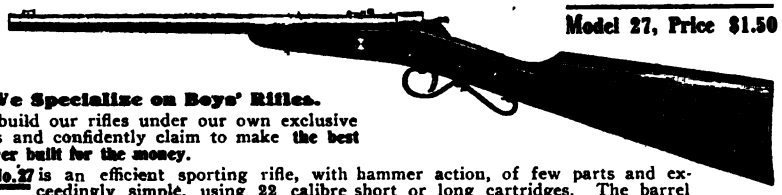
THE LYNN-SUPERIOR CO.

Successors to

THE LYNN FILTER MFG. CO.
CINCINNATI, OHIO

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Quick Sellers **HAMILTON** 22 Calibre **RIFLES** Money Makers



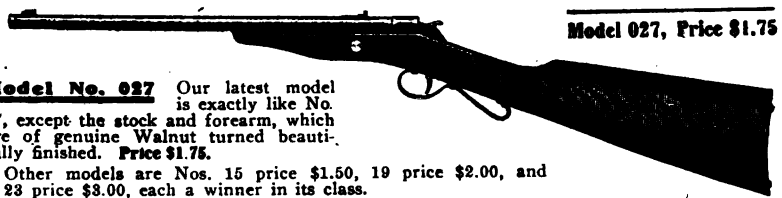
Model 27, Price $1.50

We Specialize on Boys' Rifles.

We build our rifles under our own exclusive patents and confidently claim to make **the best rifle ever built for the money.**

Model No. 27 is an efficient sporting rifle, with hammer action, of few parts and exceedingly simple, using 22 calibre short or long cartridges. The barrel is bronze rifled and steel jacketed, finished in blue black gun finish. Breaks down for loading and ejecting shells. Flat stock and forearm of gum wood. A beautiful model, symmetrical and well balanced. Barrel is 16 inches long, length of rifle over all 30 inches.

Price $1.50



Model 027, Price $1.75

Model No. 027 Our latest model is exactly like No. 27, except the stock and forearm, which are of genuine Walnut turned beautifully finished. **Price $1.75.**

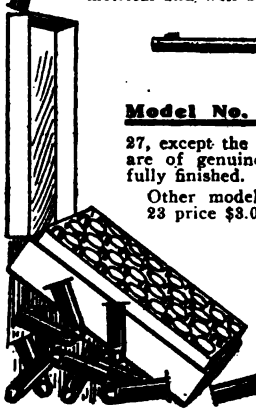
Other models are Nos. 15 price $1.50, 19 price $2.00, and 23 price $3.00, each a winner in its class.

Our continuous advertising in the boys' papers will bring the business to you, as every boy will want one and you should have a stock on hand.

For Trade Prices and Catalogue Address

THE HAMILTON RIFLE COMPANY

Box 203 **PLYMOUTH, MICH., U. S. A.**



Mr. Dealer:

Are you handling our line of Can and Bottle Openers?

If not, you are certainly losing money.

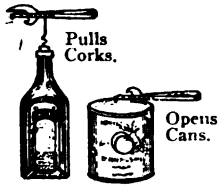
These are LEADERS in this line and they cost YOU no more than the ordinary kind.

If YOUR jobber doesn't handle them, write us.



WARNING!

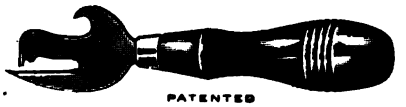
Some cheap imitations and infringements of our patents are being offered. Take no risk of patent suits, but be sure and get the genuine, which is stamped with our name.



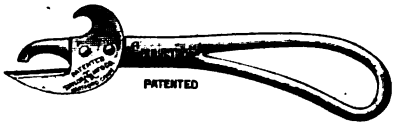
"Yankee" Can and Bottle Opener.



"Little Gem" Can and Bottle Opener.



"Nifty" Can and Bottle Opener.



WE GUARANTEE

these goods to be well made in every respect. The blades are hardened and nickeled. They are packed one dozen in a box with neat advertising card in each box.

MADE ONLY BY

THE TAYLOR MFG. CO.

HARTFORD, CONN.

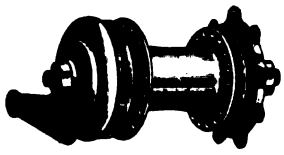
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WOOD, MACHINE, CAP AND SET SCREWS

Stove, Tire, Sink and Agricultural
BOLTS. Steel and Brass
JACK CHAIN

BRASS SAFETY CHAIN ESCUTCHEON PINS

Special Screws of every description



THE CORBIN DUPLEX
Coaster Brake

Special heavy models for Motorcycles with Front Hubs to match

The Corbin Screw Corporation
New Britain, Conn. Chicago, Ill.

"CATCH 'UM"



Boss Landing Net

The only Landing Net made that can be closed and put in a tackle box.

Cuts show Net open, 12-inch circle; 20-inch net; and closed 4-inch circle.

Made of brass throughout.

MANUFACTURED BY
BOSS NET CO.
147 So. Clinton St., Chicago, Ill.

RAPID PACKAGE SEALER

A Time and Money Saver

The sealing of a package is rapid and instantaneous, the tape adheres instantly, no rubbing down.

No string to become untied.
No rubber band to slip off.
No sealing wax to get broken.
Maximum strength.
Absolute security.



A ROLL OF TAPE AT A COST OF 25 CENTS WILL BIND OR SEAL 2,000 PACKAGES.

Reliable Gum Tape Co., 496 East 134th St., New York, U. S. A.

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BARNEY & BERRY

ICE SKATES ROLLER



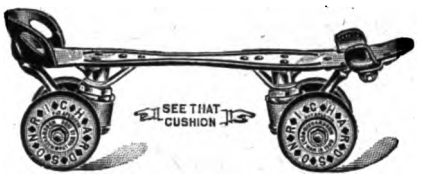


Lead in

Quality, Design, Operation.

Prices right. Catalogs ready.

BARNEY & BERRY, Springfield, Mass., U. S. A.



RICHARDSON

Cushion Frame, Anti-Jar, Ball Bearing

Roller Skates

"The Good Kind," used exclusively in all of the largest and most successful rinks in America. Write for the most complete ROLLER SKATE CATALOGUE ever published. Tells how to open and operate Roller Rinks.

Richardson Ball Bearing Skate Co., 501 Wells Street, Chicago

Union Hardware Company

TORRINGTON, CONN., U. S. A.

New York Office: 95 Chambers Street

Roller Skates

We make all styles. Rink or Extension. Plain or Ball Bearing. Men and Women's



No. 15 Men's Ball Bearing Rink Skate. Hemacite or Steel Rolls.

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Flexible Flyer "The sled that steers"

THE MOST POPULAR SLED IN AMERICA TO-DAY

Sold with satisfaction and profit by thousands of hardware dealers. Our advertising creates demand. Practically indestructible. Will outlast three ordinary sleds. Handsomely finished.
Six sizes—36 to 101 inches long.
FLEXIBLE FLYER RACER, 56 inches long, price $4.25. A new sled built especially for speed.
Write for illustrated catalogue and prices.



S. L. Allen & Co., Box 1100-H. **Philadelphia, Pa.**
Patentees and Manufacturers

BIG MONEY HERE FOR DEALERS

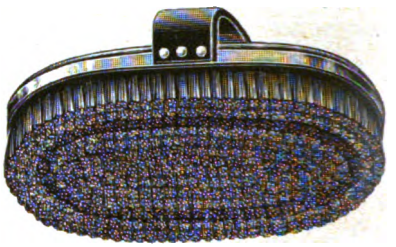
THE SANITARY HORSE BRUSH

Sells easily in every locality. A superior brush for grooming horses. It eliminates dust. Keeps the coat sleek and clean. Destroys disease germs and insects. It makes the daily cleaning of the horse a pleasant duty.

The Reservoir in the back does the work

Liberal discounts in quantities. Ask about this.

MILWAUKEE DUSTLESS BRUSH CO.
120 Sycamore St., Milwaukee, Wis.



Sent on approval. All charges prepaid.



The CITY JEWEL Mail Box

For city free deliveries.

Finished in a handsome dull black rust-proof baked enamel.

RETAILS FOR 25 and 35 cents

A large proportion of the city trade are looking for a neat and durable house box at a moderate price.
Don't let your competitor be the first to show this box to his trade.

Send to-day for our complete catalog of rural and house boxes.

THE PECK-HAMRE MANUF'G CO.,
Berlin, Wis.

INSIST on your Jobber selling you the "GEM No. 4 with self-closing door" rural mail box. It costs him but a trifle more than the common kind.

COBBLERS' OUTFITS









We are the Originators and Largest Manufacturers

Get Our Prices

THE ROOT BROTHERS CO., Plymouth, O.

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ROBERTSON
"Horseshoe Magnet"
TRADE-MARK.
HAMMER



The best magnet tack hammer on the market.
Send for Price List.
ARTHUR R. ROBERTSON, Sole Mfgr.
(Owner of the Horseshoe Magnet Trade-Marks)
144 Oliver Street, BOSTON, MASS.



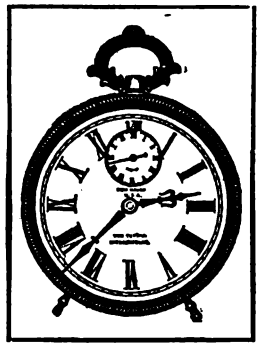


Celluloid Colors, Brass, Steel, and Numbers
Solidhed Display sells tacks

Supplied by Jobbers
Hawkes-Jackson, Makers, New York
38 Murray Street

THE
TATTOO
(Trade Mark Registered in U. S. Pat. Office, Aug. 29, 1905)

AN ACCURATE TIME-KEEPER



A CERTAIN ALARM

4⅛ Inch Case

ALARMS INTERMITTENTLY ON A 4-INCH BELL-METAL GONG ON BACK

Write for Prices

Dept. S
THE NEW HAVEN CLOCK CO.
NEW HAVEN CONN.

REVOLVER DEALERS
should apply to Kirtland Bros. & Company for prices and particulars concerning new line of revolvers.
HIGH FINISH. PERFECT MODEL

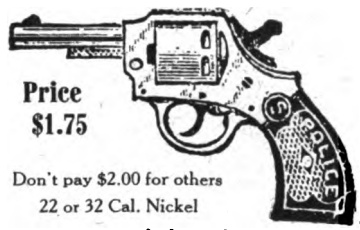
ONLY $2.75
32 or 38 Cal.
Nickel
Don't pay $4.00 for others no better

Hammerless, $3.25
Don't pay $4.50 for others



MACHINE MADE
On Interchangeable System

AUTOMATIC shell ejecting revolvers, guaranteed perfect and well finished goods, 32 and 38calibre, on a base of $2.75 each.
HAMMERLESS automatic shell ejecting revolvers, on a base of 32 or 38 calibre, $3.25 each.



Price $1.75
Don't pay $2.00 for others
22 or 32 Cal. Nickel

Double Action Revolvers, 22 or 32 calibre, $1.75 each.

Single Action, 22 calibre Revolvers, 90 cents.

CARTRIDGES—We also have a new line of cartridges which we can quote to dealers at interesting prices

Apply at once for 4th of July requirements. Address
KIRTLAND BROS. & CO., 90 Chambers St., New York City

High Class Single and Three-Barrel Guns : : :



LIBERAL DISCOUNTS TO THE TRADE

Write to-day for 1908 catalog No. 15
THE THREE-BARREL GUN CO., Box 1035, Moundsville, W. Va., U. S. A.

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START RIGHT

Get our 1908 Catalogs of Automobile Supplies and Bicycles and Bicycle Supplies and you will have at hand up to date quotations on every item great and small pertaining to either line.

GET ACQUAINTED WITH

Excelsior Service

IT STANDS FOR

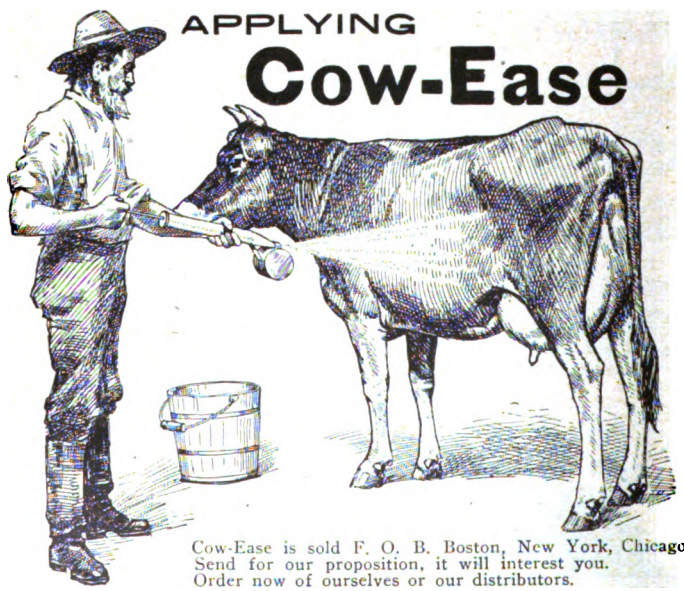
PROMPTNESS, ECONOMY and RELIABILITY

We have been in the business for 32 years and have built up the greatest supply business in the world on these lines.

Send TO-DAY for our new catalogs 137 A and 137 B and learn what Excelsior Service means to you.

EXCELSIOR SUPPLY COMPANY

233-235-237 Randolph Street - - CHICAGO, ILL.



IT KEEPS OFF FLIES

A harmless liquid preparation which can be sprayed on horses and cattle and will relieve them from flies. It is a fact that dairymen have noticed a 20 per cent. increase in the flow of milk from a herd of cows after commencing to use Cow-Ease. Cow-Ease has been on the market eight years and gives satisfaction.

Cow-Ease pays the dealer 40% profit.

Cow-Ease is sold F. O. B. Boston, New York, Chicago, Minneapolis and St. Louis. Send for our proposition, it will interest you. Order now of ourselves or our distributors.

SOLE MANUFACTURERS

CARPENTER-MORTON CO., BOSTON, MASS.,

MANUFACTURERS PAINTS AND VARNISHES

CARPENTER-MORTON CO. 77-79 Sudbury St., Boston, Mass.

HIBBARD, SPENCER, BARTLETT & CO. State Street Bridge, Chicago, Ill.

JANNEY, SEMPLE, HILL & CO. 20-36 S. Second St., Minneapolis, Minn.

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THE FORT GEORGE HILL CLIMB

(New York, April 9th)

First contest in 1908 to determine the relative merits of all the leading makes of automobiles, both American and Foreign

SHOWED A SWEEPING VICTORY for the "FULL JEWELED"

CORBIN

ASK OWNERS OF CORBIN CARS HOW THEY STAND UP IN EVERY-DAY USE

CORBIN MOTOR VEHICLE CORP'N, New Britain, Conn.

We Help You Sell

The elaborate advertising campaign which we have prepared, continuing all summer in the leading standard and recreation magazines, is creating a widespread demand for the

Hawkeye Refrigerator Basket

A perfect, portable refrigerator, encased in a strong, well-made, attractive wicker basket that can be locked. **Special Pattern for Automobiles.** Retails, $3 to $12, ample margin. Stock up now--don't allow competitors to reap the harvest that should come to you. Write for catalog, prices and discounts.



Burlington Basket Co.
200 Main Street, Burlington, Iowa.

GLASCOCK'S RACERS

"The Money-Makers" For You



The Strongest, Speediest, Most Elegantly Finished Hand Cars on the market. Built in four sizes for both boys and girls. Wood and steel frames. Double and single handles.

Advertised in all the leading magazines for your benefit.

Write for our illustrated catalogue. We have real talking points.

GLASCOCK BROS. MFG. CO., Muncie, Ind.

DO IT NOW

NOW IS THE TIME, Mr. Hardware Dealer, for you to get some of that "AUTOMOBILE TRADE." Don't wait until your competitors get it all.

Hardware Dealers all over the country are now increasing their business by handling this splendid and profitable line of Automobile Supplies.

We give liberal discounts to Dealers.

WRITE TO-DAY for our 1908 catalogue and wholesale discount sheet.

The Motor Car Equipment Co.

Manufacturers and Wholesalers of AUTO SUPPLIES

55 Warren Street NEW YORK

ADDRESS DEPARTMENT H

Gilbert Motor Car Accessories

JUST THE LINE FOR HARDWARE TRADE

The Only Ones Worth Your Money

Our Line:

Tire Cases
Tube Cases
Tire Sleeves
Knuckle Boots
Leggings
Crank Holders
Ponchos
Covers
Cape Top Boots
Spare Tire Holders
Tool Rolls
Tool Kits
Plug Cases
Sleeve Protectors
Storm Aprons
Lamp Covers
Racing Helmets
Tire Locks

SEND FOR CATALOG

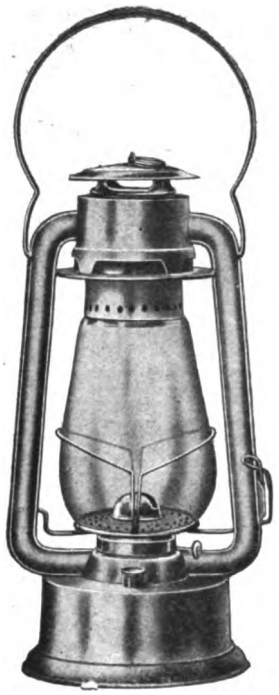


Sold by Leading Firms Everywhere

THE GILBERT MFG. CO.

New Haven, Conn., U. S. A.

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HAM'S RELIABLE
No. 22 Cold Blast Lantern

Have You Seen It?

Ham's Reliable No. 22 Cold Blast Lantern. It Has Extra Large Fount. Will Burn 30 Hours with One Filling.

The way the trade is taking to this lantern we feel that we have filled a long felt want in furnishing a lantern with a larger fount. It is built on the same lines as our famous No. 2 Cold Blast lantern, and has the same excellent burning qualities and all the latest improvements, viz.: Our New Improved Globe Lifting device, Cling Globe Guard, New Large Ring in top, Large Filler Screw with Broad Flange Cap, Retinned Fount, and in fact everything that could possibly be desired to make a first class lantern, and it is backed by our iron clad guarantee.

This lantern is selling like hot cakes and if you want to get in line for some business you had better order in a sample lot.

Let us send you one of our circulars explaining more fully about this lantern. Address "Dept. L."

C. T. HAM MFG. CO.

ROCHESTER, N. Y.



INCREASE YOUR SALES

Sell more inverted gas lamps for RESIDENTIAL use by pushing the Ramsdell Bijou.

The Bijou's ready adaptation to present fixtures and surroundings will appeal to every home buyer.

Show it to your customers, tell them how it gives 20 candles of light on a consumption of one foot of gas per hour, show them the No. 154 bracket illustrated here, and some of the artistic Ramsdell chandeliers, explain how the Bijou can be applied to ordinary upright fixtures—and you'll make a sale and a convert to the Ramsdell creed of "Light downward where needed."

List Price of 154 Bracket, $6.00

RAMSDELL INVERTED GAS LAMP COMPANY

GEO. C. RAMSDELL, PRESIDENT

1123 BROADWAY - NEW YORK

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SAY "PRISCO"

Money-Back

METAL WARE

SHOW YOUR CUSTOMER HOW EASY IT IS TO GET AT THE BURNER ON A 'Prisco' LANTERN AND WATCH HIM JUMP TO CATCH THE GLOBE. BUT WHICH DOES NOT FALL OUT AND BREAK. ONE OF THE REASONS WHY 'Priscos' ARE WORTH MORE.



TILTING THE GLOBE BACK TO GET AT BURNER



THE PRITCHARD-STRONG CO. ROCHESTER, N.Y. U.S.A.

WHEN YOU WANT THE BEST·

THE PRITCHARD-STRONG CO·

ROCHESTER, N.Y.

D & M

D&M TRADE MARK

Our 1908 Line of Baseballs, Bats, Mitts, Gloves, Masks, Uniforms, etc., is ready for the dealer.

Write us to-day so we will be sure to see you with samples. Handle the "D & M Pointer" Brand—a good profit to the dealer and a satisfied customer.

THE DRAPER & MAYNARD CO.

Manufacturers... Plymouth, N. H., U. S. A.

DEALERS, WE MAKE

BIG AND LITTLE

WATER MOTORS

"Really and truly," the only line which will be found satisfactory from the standpoint of the dealer and user. Why not put a few in your show window and let us refer our inquirers to you?

LIPPINCOTT W. M. & I. CO.

Newark, N. J.

The 20th Century Mail Box



Finished in Aluminum or dead black.

Inside dimensions 10 x 5½ x 2¾ inches.

Order by NAME from YOUR JOBBER.

W. F. HEISE MFG. CO.

66 Union Park Court

CHICAGO, - ILL.

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ROLLMAN
CHERRY SEEDER

No. 8

$1.00



THE PERFECT CHERRY SEEDER

ROLLMAN MFG. CO.
Mount Joy, Pa., U. S. A.
Selling Agents, JOHN H. GRAHAM & CO.
113 Chambers Street, New York

JUST
WILLIAMSON'S
No. 8082



C. T. WILLIAMSON WIRE NOVELTY CO.
56 BADGER AVENUE, NEWARK, N. J.

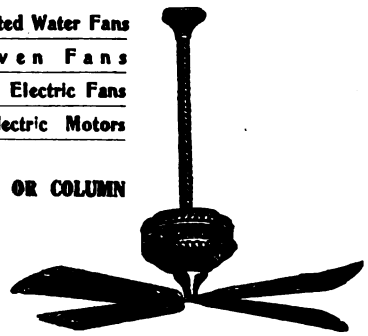


FANS

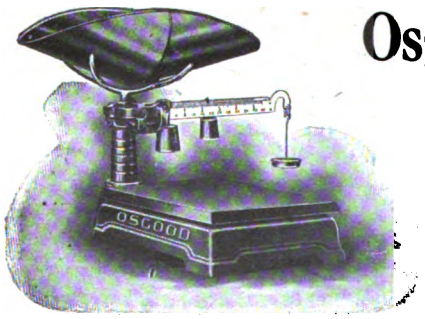
Direct Connected Water Fans
Belt Driven Fans
Direct Current Electric Fans
Water and Electric Motors

FANS FOR CEILING, DESK, WALL OR COLUMN

We guarantee Satisfaction and Low Prices



THE D. L. BATES & BROTHER CO., Dayton, O.



Osgood Scale Company

Standard Scales. All kinds.



BINGHAMTON, NEW YORK

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NOW IS THE TIME

to place orders for Ice Picks, Cork Screws, Cork Pullers, Ice Cream Dishers, Spoons, Lemon Squeezers, Lime Squeezers for 1908 business.

No. 111
SPRING PICK



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements. Finely illustrated catalogue with prices and discounts will be mailed to all dealers on request.

ERIE SPECIALTY CO., Erie, Pa., U. S. A.

LIQUID GRANITE

FOR FLOORS AND WOODWORK EXPOSED TO SEVERE WEAR

is in a class by itself. There is no varnish so satisfactory to the man that uses it and the man that owns the floor.

Drop us a line and we will send you samples of wood finished with Liquid Granite.

BERRY BROTHERS, Limited

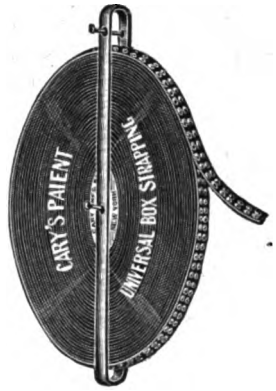
VARNISH MANUFACTURERS

ESTABLISHED 1858

DETROIT

New York, 203 Pearl St. | Chicago, 48-50 Lake St.
Boston, 520 Atlantic Ave. | Cincinnati, 420 Main St.
Philadelphia, 26-28 N. 4th St. | St. Louis, 112 So. 4th St.
Baltimore, 29 S. Hanover St. | San Francisco, 668 Howard St.
Canadian Office and Factory, Walkerville, Ont.

"There is something good in the worst of us,
And there is something bad in the best of us;
So, it does not behoove any of us
To speak ill of the rest of us."



AN ill word has never been spoken about

CARY'S UNIVERSAL BOX STRAPPING

by any one who has given it a thorough and practical test. Our goods are sold all over the world. By striving to make them better we have made them the best. Catalogue, samples and discounts on application.

Cary Manufacturing Company
19 & 21 ROOSEVELT STREET
NEW YORK CITY

SNOW FLAKE AXLE GREASE

MANUFACTURED BY

The Snow Flake Axle Grease Co., Fitchburg, Mass.

Established 1850 — Incorporated 1891

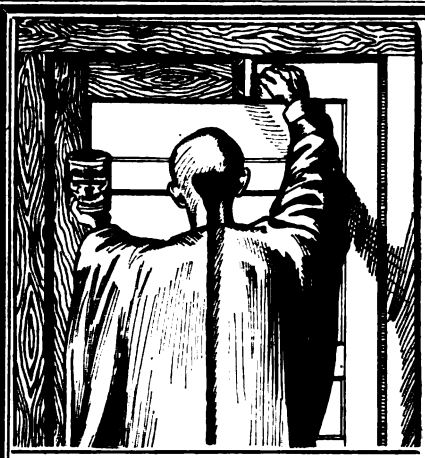
Gerts, Lumbard & Co.
Brush Makers

Ask for our Special Hardware Catalogue "G"

208 and 210 Randolph St., CHICAGO, ILL.

IN ANSWERING ADVERTISEMENTS IT IS DESIRABLE THAT YOU MENTION HARDWARE DEALERS' MAGAZINE.

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THE OHIO VARNISH COMPANY
Cleveland, O.
Sole owners of The Chi-Namel Graining, Staining and Varnishing Process.

Notice to Dealers

We are now bringing infringement suits against certain Manufacturers, Jobbers and Dealers who persist in infringing upon our **CHI-NAMEL GRAINING PROCESS PATENTS**, and in order that patrons of the HARDWARE DEALERS' MAGAZINE may understand what these patents cover and be able to judge for themselves whether they are handling an infringing article or the genuine, we reproduce herewith one of the six claims that have been granted to us by the United States Patent Office.

"*Claim 1.*—The Process of producing surfaces in imitation of graining, consisting in applying to the surface a graining compound carried by a volatile vehicle, allowing such vehicle to evaporate and applying over the graining compound a colored varnish."

You will note that this claim is not restricted as to any kind of Graining Compound, nor to any particular kind of grainer.

Write us, and we will be pleased to send you copy of this patent, and if we have no agent in your city, we will be pleased to give you our proposition which includes exclusive sale, no price cutting, full profits, full benefits from your own advertising, selling assistance of the real, live kind from the manufacturer of the original and patented Graining Process, and quality in colored varnish that is recognized by both painters and housewives.

THE OHIO VARNISH COMPANY, Cleveland, Ohio

Will not dry out nor rust through the cans.



Used for fine exhibition work. Buy from your JOBBER.

For Dealers' Use

Also put up in domestic packages for retailing.

Black Silk Stove Polish Wks., Sterling, Ill., U. S. A.
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6-5-4 Brings Trade

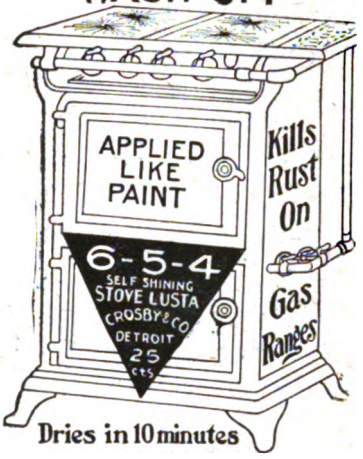


6-5-4 is so thin that it cannot fill the mesh.
. 6-5-4 has chemical properties that dissolve rust as water does salt.

and sells the year round at good profit



6-5-4 WILL NOT WASH OFF



6-5-4 is a "repeater;" every can you sell brings you another customer and her friends.

No work. Shines itself.

CROSBY & CO., Detroit, Mich., U.S.A.

Mr. Dealer:

Which would you use on your property?



There's Paint that's Adulterated
There's Ordinary Paint . . and High Grade Paint
AND THEN

There is Monarch Paint which is "100% Pure"

Monarch Paint 100% Pure is not . . "just as good"
It is not "next best"
It is Best

That is why it meets the most rigid requirements of the Pure Paint Law enacted to protect the property-owner as well as the dealer.

THE MARTIN-SENOUR CO.

PIONEERS OF PURE PAINTS

Chicago, Illinois **Montreal, Canada**

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In Cases of 36 Cartons

SELL PASTE

WITHOUT THE WATER

IT'S CLEAN BUSINESS AND CLEAR
LIBERAL PROFIT—when you sell

JELLITAC

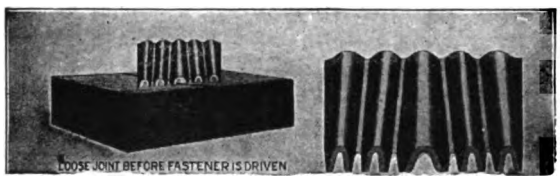
THE PASTE IN POWDER FORM

For Paperhangers, Manufacturers, and all who use Paste in their business

A two-pound roll makes a bucket of heavy, wet paste. Instantly prepared with *cold water*. Produces the whitest and cheapest paste obtainable. No loss to the dealer from souring, moulding, lumping, etc. Clean, sanitary, handy. A *Splendid Seller the Year Round.* Write for prices and a full-sized carton free.

ARTHUR S. HOYT, "THE MAN WHO MAKES JELLITAC"

WEST BROADWAY, CORNER CHAMBERS STREET, NEW YORK



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Corrugated Joint Fasteners, Either Parallel or Divergent Corrugation.

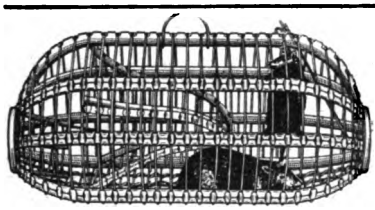
DRIVES EASILY—CUTS CLEAN

Put up in cartons of 1,000 each for shelf hardware trade.

SOLE MANUFACTURERS

ACME STEEL GOODS CO.

CHICAGO 28 Elm St., NEW YORK



The Hold 'Em DOUBLE METAL RIB RAT TRAP

The only trap made from which escape is impossible. Costs no more than the common laced trap; sells at big profit. No complaints about rats getting out of the Hold 'Em. Ask your jobber for them.

AGENTS { J. C. McCarty & Co., New York, N. Y.
Henry Keidel & Co., Baltimore, Md.
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Manufactured by **Worcester Wire Novelty Co., Canton, O.**



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"THE HORSE" is the title of a new illustrated booklet of 32 pages, issued by the Dixon Company. There is very little matter of an advertising nature; the book is devoted almost entirely to interesting information concerning the care of the horse in and out of the stable. ¶ With every order for Dixon's Graphite Axle Grease, we will give the dealer a quantity of these booklets to distribute among such customers as are interested in horses. ¶ Get sample copy 55-I of this booklet and see how valuable it is—free on request.

JOSEPH DIXON CRUCIBLE COMPANY

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THE FRANK MILLER Co.

Manufacturers of the Preparations for Use on Harness Known as

"THE STANDARD OF THE WORLD"

Highest Awards, Centennial, 1876
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FRANK MILLER'S

Harness Dressing



HARNESS OIL.

Preserves and softens the leather, consequently adds life. Compounded with pure neatsfoot oil.

The very best article of its kind. Unequaled for use by both manufacturer and owner of harness.

I. X. L. HARNESS OIL.

Second in quality only to our Frank Miller Harness Oil. Superior to all others.



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Gives an elastic, durable water-proof gloss and is positively safe to use on finest stock.





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Superior to Castor Oil; lasts longer and will not gum.



HARNESS SOAP.

Unrivaled for cleaning and softening the leather, absolutely pure.

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Our preparations are uniform in quality and the quality the best.

The Frank Miller Co.

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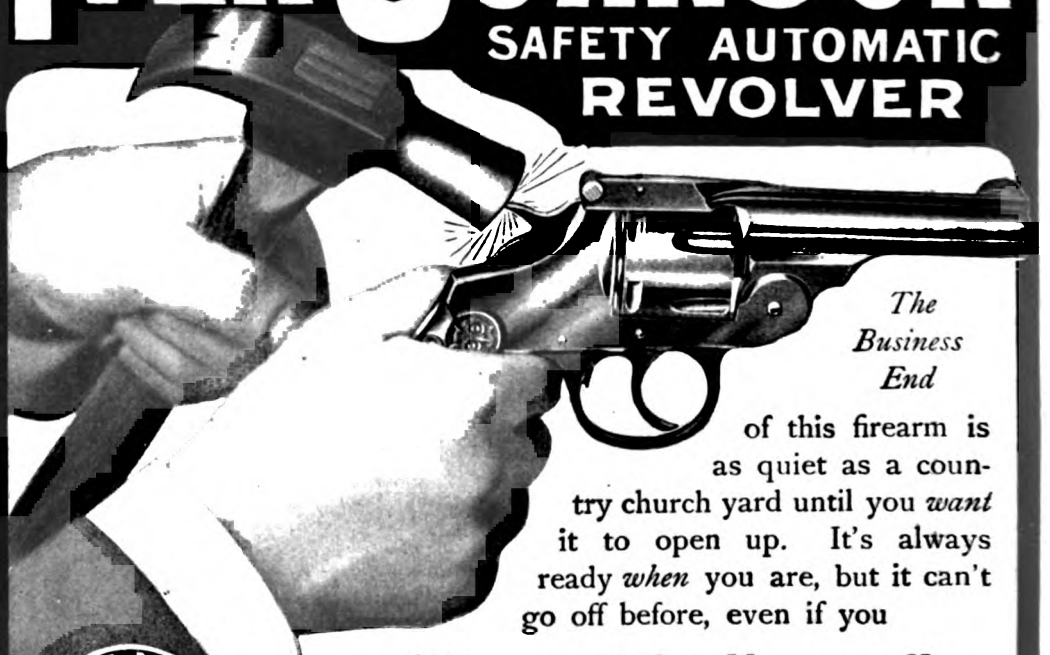
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The Business End of this firearm is as quiet as a country church yard until you *want* it to open up. It's always ready *when* you are, but it can't go off before, even if you

"Hammer the Hammer"

It may be knocked off your desk, fall off your dresser, slip from your hand as you draw it—but it can't shoot until *you* pull the trigger.

In proportion and design it's a work of art. Mechanically it is perfect. And in the experience of thousands and thousands of purchasers, it is the surest and most mechanically perfect revolver ever made.

Iver Johnson goods are never given away as premiums. Sold only in regular channels. Advertised in the big magazines and sportsmen's periodicals but never sold by mail where there is a dealer to supply them. Be sure to look for the Owl's Head on the grip and our name on the barrel.

Send for Dealer's Catalogue, or order of your Jobber

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HARDWARE DEALERS' MAGAZINE

JUNE, 1908

Trade-Mark Registered. Published Monthly.

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THE EDUCATION OF CONGRESSMEN

A leading hardware jobber of the Pacific Coast writes the Hardware Dealers' Magazine as follows: "As we are now coming to the time of election of Congressmen and United States Senators, would it not be well for you to suggest to the trade that they should obtain a statement of opinion of all the candidates for the national legislature in regard to their stand on the Parcel Post and other dangerous questions? We think that possibly by taking this thing in hand now, we have a better show to educate them than if we wait until after they have been elected, and are not so well disposed to regard the interest of their constituents. You can be assured that the supporters of the Parcel Post will not neglect to do this." The idea is a good one, and the suggestion is gladly made.

No hardwareman is so busy that he cannot dictate to his stenographer a categorical question to the candidate of his party, as to how he stands not only on the Parcels Post proposition, but also on other questions of direct interest to the trade. As these matters are economic rather than political, he has also a right to ask the same question of the candidate on the other side; of the man who has been put up by the party to which that special hardwareman does not belong. If he gets both candidates committed, he is sure of an anti Parcels Post vote, no matter which of the gentlemen is sent to Washington. The writer of the above has stated an undoubted truth. The man who has not been elected is much more pliable than he is apt to be after he has taken his seat. The time to nail him is before the votes have been counted.

Two sentences in the letters from leading hardwaremen found elsewhere in this issue, are certain to arrest attention. One jobber writes: "If the press would return to the old belief that a man may be honest and still a moneymaker, large enterprises will soon be under great headway." The other: "The impression that a keen sense of honor disqualifies for a successful career in business, is demoralizing."

The muck-rakers, the sensationalists, the literary anarchists, who have been having their innings for a couple of years past, have a great deal to answer for. It is a hopeful sign that the public has returned to its senses, and that the men and women who have made a living by decrying others, are being relegated to the rear. Their

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charges are so easily disproved, that one wonders how they ever secured a hearing. All one has to do is to ask this question, and then answer it himself: Are not the successful men whom you personally know, almost without exception honest?

Some Inventory Intricacies

"A manufacturer of machinery found it necessary to carry a large stock of finished machines for the convenience of the sales department," said Harold A. Wright, an expert on economics. "The expense of carrying this stock, consisting of rent, taxes, interest, insurance and attendance, was included in his manufacturing expense and the final factory cost of the goods manufactured. It is only a question of time when factory costs meet the selling price and the business is an apparent failure on account of inability to meet competition. The total effect upon the business showing depends upon the relative stock carried, sales made and length of time the practice has continued. Profits in such cases are not those arising from commercial transactions, which the laws of accounting state must occasion all profits.

"The old-time accountants still claim that perpetual book inventories and monthly statements of assets, liabilities, expenses and earnings are impossible and that real conditions can only be learned when physical inventories are taken. The inventory is usually the only factor of accounting not subject to clerical proof. This is easily demonstrated by an inventory taken by two different men or by the same man at different times. The discrepancy sometimes accidentally discovered in this manner is subject to no explanation beyond that it depends upon the human factor. Your cash, which must balance with your books, is counted by a high-salaried man, while your inventory of machinery and stock is taken by the shipping clerk or foreman and without any means of verification.

"Business conditions exhibited by statements containing figures depending upon the clerical ability of the shipping clerk must be very misleading. These figures often produce an irregularity of apparent profits which are annoying. When losses or gains appear without explanation at the end of the year, the temptation is to continue the business in hopes that this year will be one showing a gain."

Pittsburg and Hardware

"As a Hardware market in the line of a producer," says a representative of Pittsburg's great industries, "Pittsburg has been a puzzle to the world. While producing more tool steel than any other community in the world, her Hardware production has been confined almost exclusively to the heavier supplies. Hammers, axes, chains, shafting, spikes, nuts, bolts, nails, every form of wire products and many sheet metal products are turned out in such quantities that the basis for market quotations are 'Pittsburg.' On the other hand, such a line of goods as knives, cutlery, saws, carpenters' tools, etc., are not made in this city of massive things. She supplies the metal for them, but sends it to other places for manufacture. In her consumption of this small line of products, however, Pittsburg is among the foremost of the cities of the country. Her Hardware jobbing houses are among the largest stocks for immediate use. Her trade in Hardware from a jobbing standpoint, is exceeded by few commercial points in the country. In the center of the great coal mining territory, she is also a producer of mine and mill supplies. When one enters into the details of this branch of trade he is confronted with an almost endless list of articles, from engines and hoisting cables to derricks and pulleys."

Makes Use of the Forms

To the Editor:

Within the past month, I have reorganized our credit department, placing it upon a new basis altogether, and modeled upon a plan outlined in a recent issue of the HARDWARE DEALERS' MAGAZINE, or, rather, upon the main features of one plan, with parts from another. The forms needed to get it in shape and keep it running, I have "lifted" from the same quarter. I have written this so that you may understand that your practical business suggestions, or information, published so freely in each issue, have borne fruit.

I have been, so far as credits were concerned, in the same boat as Col. Nutting, of Iowa, who confessed that he had never really realized that he had a credit system. My plan has been rather one of intuition and chance than of method, but I am fully persuaded there is a better way. The simpler a system is, of course, the better it is, if it does not become too simple. The printed blank forms referred to above, especially those covering correspondence about collections, are especially valuable.

Yours truly
A JOBBING MANAGER.

Trade-Marks in Japan

It has been announced on official authority that negotiations are in progress between Great Britain and Japan with regard to the use by Japanese firms of British trade-marks. It is said that an agreement will shortly be concluded for the protection of British trade-marks in the Far East. Up to the present time Japanese courts have held that no foreign trade-mark known and used in Japan before the enactment of the law in 1899 was entitled to protection unless it had been actually registered in the patent bureau. Many foreign patents were registered by Japanese who are now the owners of such trade-marks in Japan.

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THE JOBBERS SEE SUNSHINE

CONDITIONS IMPROVING

Reports from All Parts of the Country Suggest an Upward Movement Toward Better Times—The Depleted Stocks Are Being Replenished, and Orders Although Small Are Steady—The Hardware Trade Cheerful and Full of Faith in the Final Outcome—The Year Promises a Good Average Both in Amount of Business Done and in Profits.

The movement originating in St. Louis, toward a return to faith and that cheerfulness that partakes of the nature of a tonic, seems to be in accord with the spirit shown by a large majority of the hardware jobbers quoted below.

The reports they furnish are more than encouraging. They are proof that all classes are forgetting to croak, and that 1908 is likely to average with its predecessors in the volume of business done. The country needs goods, and has the money with which to buy them. Building operations are being resumed, and the railroads are going ahead with improvements that were temporarily suspended.

Boston, Mass.

By Leon C. Carter,
Dana Hardware Co.

We certainly have no evil reports to bring. Business in general in New England is moving on a very satisfactory plane. The rural communities are and have been prosperous, the manufacturing towns are and have been suffering. We are hardly looking for any great improvement in this branch of the business in the near future. The question of politics, tariff and crops all have a bearing, and the tendency of the manufacturing interests will be to await the development of each. I certainly do expect to see an improvement in all lines that are moving along this slow plane, but may not at a very rapid pace until after November.

I am fully aware that conditions change rapidly at times, and such may be the case in this instance. The future is all right, and the good times will come, but the above conditions will enter into various branches and necessarily hold them back.

St. Louis, Mo.

By A. L. Shapleigh,
Norvell-Shapleigh Hardware Co.

Conditions in this section of the country are quite flattering; crop prospects at this season were never better, and we cannot see why this condition should not soon be reflected more substantially than it has been in the country trade—although that has been very good. It seems in the cities trade is not so good. The country districts are still reliable—still have money to spend and are spending some of it. They are, however, buying carefully and frequently, which is a splendid thing for them and for business in general. It gives them a chance to clean out their stocks, get rid of their old accumulations, and get their business into weather-tight condition generally.

If our legislators will now give us a little let-up in drastic legislation, and if the press of the country will return to the old belief that a man may be honest and still be a money-maker; large enterprises will soon be under great headway again in the manufacturing centers, and then employment can be given to the few remaining workmen who are still idle, and all lines will be more active and healthy.

Our business has been good—very good considering conditions. We have been believers in the future and our beliefs have been justified. Our sales have been larger than we really looked for. We have kept up our force, and we have added good men to our staff whenever we could find them.

If the people don't talk too much politics this summer we see no reason, with the excellent crop prospects, why trade should not be first class, and we are looking for it.

Atchison, Kan.

By A. J. Harwi,
A. J. Harwi Hardware Co.

The outlook in Kansas and the territory tributary to the Missouri River, never was better. Wheat averages 91 per cent. in this territory. In this county and many others in Kansas and Nebraska, the per cent. of the wheat prospect is 100. The weather has been unusually seasonable. Sufficient moisture has fallen to keep the plant growing, and the outlook to-day is for a bumper wheat crop. We have had a few frosts that have damaged fruit slightly, but there is ample left to make a tremendous crop of fruit. Corn has been planted. The weather is too cool for it to grow, but it is very early, and plenty of time to make a crop.

We should say that there is every element of prosperity with us right now. Cattle never were higher. Hogs are a fair price. Corn sold one hundred miles west of the Missouri River at sixty-one cents a bushel yesterday, an unprecedented price. Wheat is a good price.

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The farmers are flush with money. Since the panic, our bank deposits have increased, and are now at the high record mark.

In the Hardware and iron line, there have been some declines, and more are anticipated, but prices on all steel and iron staple goods have been a little high, and the decline that has taken place, and the further decline that probably will be made, will only get these goods to a normal prosperity basis.

We see nothing, therefore, at this time to discourage, but everything to encourage us. Our business keeps up well with 1907, and that is really very encouraging, for in the East and older portions of the country, trade does not near come up to 1907. There is every indication, however, that we are getting over the effects of the panic very fast, and by midsummer we will all have forgotten that we had anything like hard times six months ago.

Manchester, N. H.

By W. H. UNDERWOOD,
Manchester Hardware Co.

We are having a past five years' average of business; less than last year, of course. We think the interior cities are feeling the depression less than the larger centers, but will experience the revival perhaps later than the last mentioned.

Our industries have cut their production about 25 per cent. and wages 10 per cent., but we think the proper course to take is not to think too much about that, but to sell all the goods we can at a fair margin of profit. Keep stock assorted, and as time passes so fast, almost before we are aware of it, we will realize that business will look brighter and an increased demand will set in.

Salt Lake City, Utah

By M. H. SOWLES,
Salt Lake Hardware Co.

Consumers here are reasonably well supplied with cash, except in farming communities, where failing to market crops to advantage has made money very scarce.

Collections are continuing extremely slow, and banks in the country towns appear to be very loath to make any loans, so that the process of liquidation of accounts is proceeding slowly. Retailers' stocks are generally low in a good many places, and merchants are inclined to continue to buy on a conservative basis.

We do not hear much in this part of the country about the effect of presidential election on business conditions, and the unfavorable influence if any is reflected from the eastern part of the country.

With the probable early advance in the prices of metals, the mining situation will undoubtedly clear up materially, and toward the latter part of this year we look to see normal conditions restored. The general trade we believe is considered most satisfactory in all lines in this part of the country, and we have every reason to look forward to a large and prosperous business this year.

Lynchburg, Va.

By O. B. BARKER,
Barker-Jennings Hardware Co.

Conditions do not warrant the conclusion that there is as much business in the country as ever, if business men would only think so. We have exhausted our thinking powers along this line, but it has not resulted in finding as much business as heretofore. We are compelled to take issue on this proposition. We are ready to join the great army in endeavoring to hasten the return of "good times." You must remember that the patient has been quite ill, and while convalescing, time is required to fully restore health.

We are not gloomy or despondent, nor are we disappointed or dissatisfied with general conditions. We should not expect an immediate return to prosperity; those who do, will be disappointed. There has been a big improvement since the panic, and conditions are healthy and gradually improving. When the political disturbances have been settled, we may expect a gradual return of good times. Money is plentiful and cheap, collections are good, and the volume of business is fairly satisfactory. Unfortunately there is considerable "scrapping" for orders, consequently cutting of prices among jobbers.

Farmers are making preparations for unusually large crops. Labor is more plentiful and cheaper than for years. There is every indication of a weakness in values in most lines. The laboring man who is working on half-time, and at reduced pay, is waiting and wondering when living expenses will decline in proportion to his income.

We have had a week of cold, rainy weather, which has had a rather depressing effect upon business, but the outlook for large crops was never better; especially is the outlook good for unusually large fruit crop.

New Orleans, La.

By W. R. STAUFFER,
Stauffer, Eshleman & Co.

We find conditions better, and improving every day, and we look for a broader and better demand for goods. The prospects for good crops are bright. The season has been most favorable as far as sugar is concerned, and we have nothing but optimistic reports as to the condition of the crop. A good start in sugar is indeed a big factor.

Further, we have every reason to believe that price conditions are favorable as far as this commedity is concerned, and that the planters, when they have sold their crop, will be better off financially than for some time.

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We also have a good report to make of the rice crop, which is most promising. The cultivation of rice is growing each year. It now ranks almost with sugar and cotton in our State. As far as cotton is concerned, we have every reason to believe that we will have a good crop, though conditions have not been quite so favorable as they were early in the season, but it is a long time off before the harvest, and where crops have been at all damaged, there is yet plenty of time to replant.

We dwell particularly on crop conditions as country banks are first affected and receive first encouragement from crop outlooks. With conditions favorable, they are better disposed towards their customers, and can more readily obtain money from their correspondents in the large cities. This is all that is required. Our wealth, after all, comes out of the ground, and we have every reason to hope for a generous and profitable harvest. We hear more favorable reports from the lumber districts. The large mills adjacent to Houston are about to start up, and this will give an impetus to trade in that district. The pessimistic feeling is passing away, and as soon as it is out of sight and optimism again prevails, conditions will rapidly improve and trade resume its normal channels.

Rapid City, South Dakota

By TOM SWEENEY HARDWARE CO.

Business conditions in this locality are fully as satisfactory as they have been at this season for several years. Money has been comparatively easy with the banks, the merchants and the consumers.

The prospect for a satisfactory trade the balance of the year is most encouraging. The Black Hills country, owing to its varied resources and perhaps because the bankers here had more grit or greater foresight than others throughout the country, was not affected in the least by the recent financial flurry. All the banks here, including Deadwood, Lead City, Sturgis, Hot Springs, Spearfish and other towns in the Hills, conducted business the same as usual during the disturbance, and no limitations were placed upon depositors in drawing out funds or upon regular customers who needed accommodations.

Retailers' stocks will inventory about the same as they usually do at this time of the year. The mild winter has had its effect on some lines, necessitating the carrying over of some season goods, but this condition does not apply to the Hardware trade. Builders' Hardware has been particularly active. During 1907 more residences were built in this city than during the previous fifteen years altogether. The current year starts out with many new buildings under construction, with indications that the record for the previous year will be surpassed. The cause of this building activity is mainly due to the recent extension to Rapid City of the C. M. & St. P. R'y, and the C. & N. W. R'y. Not only has the city been benefitted, but the building of these railroads has given a great impetus to the settlement and development of country lying between the Black Hills and the Missouri River. The thousands of settlers who have taken up government lands in this territory are mostly a thrifty and industrious class.

The Rapid City United States Land Office report for 1907 shows a total of 5,852 entries for the year, nearly all original homestead entries, which embraces a total of 913,933 acres.

The fact that this is a presidential year does not seem to have had any noticeable influence on business or general conditions here. Everything considered, the outlook for 1908 is very encouraging.

Portland, Ore.

By EDWARD J. FAILING,
Failing, Haines & McCalman Co.

As to business in our neighborhood, we can only say that all natural conditions are favorable. Good crops are probable in all lines, and we expect to get good prices for all our products, except possibly hops and lumber. This, of course, will mean that the Pacific Northwest is in a prosperous condition during the entire year.

Business, of course, is somewhat quiet, but is not in any sense of the word bad. All lines of interests report sales nearly, if not quite, equal to those of last year. The department stores, I understand, are having even larger sales than a year ago.

There are more building permits being issued this year than there were at the corresponding time last year, but these are for small dwelling houses, where one year ago they were for large buildings, in a great measure. This shows, of course, that the people have money and are endeavoring to invest it at a time when prices are low. It would also go to show that our people in this section do not believe the prices are going much lower or they would wait for a further drop before going ahead with their building.

An article in a New York daily paper, by a Los Angeles correspondent, has been called to our attention, in which the writer makes the statement that all the coast cities are very much overbuilt. The writer is not in a position to speak with regard to San Francisco and Los Angeles, but with regard to the three or four cities on the northwestern coast, Portland, Seattle, Tacoma and Spokane, he can only say that there is no indication that such is the fact, to the local observer. In Portland, there are practically no empty offices, and it is almost impossible to rent a desirable flat or residence.

If we only did not have to read the "hard luck" stories in the eastern papers, we would

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really not know that times are bad. As far as we, locally, are concerned they are no duller than we would naturally expect them to be in a presidential year, and, in fact, not so dull as they have been at times that were not presidential years. We out here look forward with every confidence to a sure increase of business over the whole country until it has far surpassed the "high water" mark of last year.

St. Joseph, Mo.

By J. A. WARNER,
Wyeth Hardware & Mfg. Co.

The situation seems to be improving slowly and we look for a gradual return to normal conditions if the crops are up to the average. Prospects at this time are very good. The most perplexing feature of the present condition is that reduced volume does not carry with it a reduced expense account.

Grand Rapids, Mich.

By J. J. RUTKA,
Clark-Rutka-Weaver Co.

With a few exceptions, practically complete confidence has been restored in the business situation in this section. Furniture factories are not quite as busy as they might be; other lines are very busy.

General trade, especially in the agriculture districts, is practically up to normal and improving steadily; crop prospects are excellent, and laborers are finding employment very generally.

We believe a few months will restore normal conditions, and that good times are right ahead of us in the very near future. General trade is fairly good, collections are good, and we see no reason why the second six months of 1908 should not show as good results as any six months for some time back.

Detroit, Mich.

By BUHL SONS CO.

We find business throughout this territory picking up and very satisfactory. Our business in the country is very nearly as large as a year ago, and every day brings us in very satisfactory orders for immediate shipment, most of the customers being in a great hurry for goods.

Factory business is not as bright, but has been improving during the past month, and from the present outlook we look for a big increase within the next month. Everything taken into consideration, we think the outlook is very encouraging and look for a nice increase in sales within a short time.

Cleveland, O.

By C. B. LOCKWOOD,
Lockwood-Taylor Hardware Co.

The conservatism shown by business men is prudence rather than pessimism. The recovery has been slower than many anticipated, but the healing has been from the inside. The moral gain may more than compensate for the material loss, if postponement be a loss. There is certainly homage being paid to the moral sentiment.

There is a marked change in the conduct of the transportation lines, either from actual reform or counterfeiting it by pretense. Accommodation is taking the place or arrogance. The impression that a keen sense of honor disqualifies for a successful career in business, is demoralizing.

The highest standards of righteousness are not too severe for practical rules, if one desires to attain the highest place. At least, one must pay homage to them by pretense of acting upon them, counterfeiting them as an aid to success. Every business transaction should aim to be a benefit to both parties.

The reputation of being a sharp business man ought not to convey the impression of rascality. We all agree that misrepresentation is reprehensible and disclaim its use, and yet we are not quite certain that it would be sane and safe to dispense with it. If we were compelled to vote on the question, Can a man be honest and succeed in business? is it certain which side would win? The relation that this state of mind has to the question of accumulated wealth is worth pondering. Reflection on comparative values might modify the inordinate desire for wealth and bring unnumbered blessings to society. The possibility of restraining these vast accumulations is the most important social question of our generation, and it has become a practical business question, and unless the moral sense is atrophied it will not be denied an answer. Pragmatism transfers the solution from the pulpit to the business office, making it practical instead of theoretical.

Business should set the standard of integrity for religious, political and social life. Where sentiment should be wrought into muscles and habit. If the delay in our material gain shall aid in the ethical one, the compensations of our calamity will be made apparent.

San Francisco, Cal.

By BRACE HAYDEN,
Dunham, Carrigan & Hayden Co.

Regarding the situation out here, I beg to say that it is gradually improving. Starting with December, the worst business month ever experienced, the succeeding months have improved, each one better than its predecessor, and this month, so far, has been a very fair one, notwithstanding the somewhat discouraging outlook in consequence of the total lack of rain during the entire month of March—an almost unparalleled climatic condition; but as rain has fallen during the past few days, it has relieved the increasing apprehension of unfavorable crop conditions, and we believe

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they will, as a whole, be up to the average.

The effects of the panic are fast disappearing. The banks seem to be in good condition, and fairly supplying commercial necessities; collections are growing better, and the discounting of bills to obtain the cash discount is making its appearance after practically a cessation for five months; retail stocks are, in the main, very moderate, and, taking everything into consideration, we consider the outlook as hopeful and favorable as could be reasonably expected after such a severe hold-up as has been experienced for nearly six months, and we are calculating upon a fair business for the balance of the year.

The rebuilding of our city has progressed beyond all expectation, even in the depressed times, and it is commencing to present a very attractive appearance; but there is plenty of work ahead and plenty laid out, and we expect increased activity the coming summer, so favorable for building operations, and now particularly so, as materials are low in price and labor amenable to reason.

"Progress" is our motto, and we believe that "1908" will register another mark in California's advancing column.

Burlington, Vt.

By THE VERMONT HARDWARE CO.

We fully appreciate your efforts in placing before your subscribers the exact conditions of trade throughout the country, realizing that the scope of information results in a reliable average of the situation. We are always interested in the result. In reporting our business we frankly state that it is improving, and is coming to us in a very acceptable way. Collections are fair, and, with the prospect of good crops, we have great hopes in the future results.

Dallas, Tex.

By JAMES MORONEY,
Moroney Hardware Co.

We can only speak from the conditions existing in our immediate vicinity. As far as our house is concerned, we are not speculating on the future, but will await known conditions before taking any vigorous steps to advance our trade. Most of the retail merchants in north and central Texas are being carried to a greater or less extent on last year's business, and are necessarily being carried very largely on this year's business. A failure, or even a partial failure, of crops this year would make the conditions worse than they were last year. Good crops would enable these merchants to meet all their obligations, and give us a very greatly increased volume of trade. Crop prospects at this time are good, but we cannot figure with any degree of certainty on the results of our crops before the middle of July. If crop conditions look good at that time we look for a very much increased trade.

Buffalo, New York

By EDGAR C. NEAL,
Buffalo Wholesale Hardware Co.

We have been trying to satisfy ourselves as to the real reasons for our having had brought upon us as a thunderbolt out of a clear sky, the unfavorable trade conditions, but up to the present moment have reached no definite conclusion. We, like hosts of others, can enumerate a variety of apparently plausible causes, but as to the real cause who can tell?

Never in the history of our great country has there been a time when we should be more prosperous than now, and, if it were not for the quiet in manufacturing and railroad centers, we should be doing a business that would far eclipse any previous record, but in these presently quiet centers we are looking for a marked improvement in the near future.

Just think of it! We are wealthier to-day than ever before in the history of the world. The farmers generally were never more satisfied with conditions than now. This has been one of the most favorable seasons for them in a generation. Crops are practically all in now and under the best of conditions to insure a big yield. The calamity howl is growing less daily. After all is said and done, we must look to mother earth, for surely it is that the real prosperity of this country is based on agriculture.

When the farmer feels good he can carry a tremendous load, which means that he can carry all the rest of the population on his back. Neither politician nor financier can withhold prosperous times if we have a good crop this fall—and all signs point to a hummer.

"The prayers of the righteous availeth much."

A Machinery Club

The Machinery Business and Dining Club, which occupies the twenty-first and twenty-second floors of the Hudson Terminal Building, at 50 Church street, New York City, opened its new quarters last month.

The opening address was made by George W. Post, president of the Standard Coupler Co., who spoke in an optimistic vein.

The officers of the club are: F. H. Stillman, president; R. C. McKinney, vice-president; Walter L. Pierce, treasurer, and W. Seton Henry, acting secretary.

The Machinery Club has been in existence a year and has 1,100 members, 500 of whom are local members. It has members in 127 cities, in Cuba, Mexico, Japan, and European cities.

A Museum of Manufacturers

Mr. Wu, Chinese Minister to the United States, seems disposed to do all that lies within his power to extend the sale of American manufactures in his country. He says: "I believe that the most feasible way to extend your trade with China is for the great association of manufacturers to establish a mu-

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seum or emporium in some port like Shanghai where goods may be on exhibition, and where our merchants and manufacturers may go to inform themselves of the product.

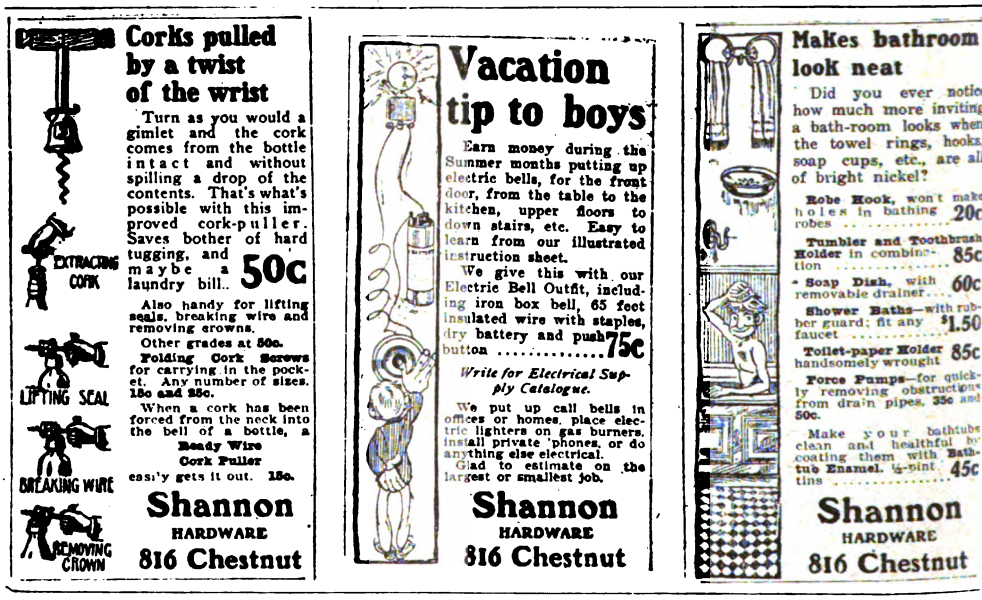
"Such an attempt was made a number of years ago, and I am very sorry to say that it failed. But the failure was entirely due not to the system, but to misplaced confidence. Improper men were sent there. Instead of honest men they were improper men. Now this time you must not forget this, but must see that proper men are sent to carry out the project."

To-morrow is a poor time to catch to-day's opportunities. Nothing great is every accomplished without trained enthusiasm, persistent energy and a determination to win.

An' tell good jokes, an' jolly me—an' how he praised my dog.

"Now, I'll be honest, an' confess that dog is my weak spot.
An' I've got one that can't be beat from here to Polkadotte.
I'll bet a cent that Israel Brown that runs the store at Wood
Give him a pointer how to talk—he certainly fixed me good.

"He left a copy of the bill, shook hands and drove away,
An' when I kinder come to myself, I looked at it, an' say!
I'd bought eight gross of mouse traps, twelve stoves, a ton of rope,



GOOD SUGGESTIVE SUMMER ADVERTISING FROM PHILADELPHIA.

When a salesman boils over quickly, you soon find out what is in him. Show courtesy to others, not because they are gentlemen, but because you are one.

"'Cause I Had to Hustle"

I was loafin' in Squire Griggs' store one Wednesday afternoon
When Griggs spoke up, some grouchy like, "There'll a drummer be here soon
That I've a notion for to break his blamed old back in two.
He's sellin' Hardware, stoves an' sich an' keeps me in a stew.

"Says he, when he was out here last (I didn't need a thing),
He'd stoves an' kettles, rope an' traps enough to do a king.
But he begun to talk an' smile an' show his catalogue,

Nine thousand pounds of barb wire fence, just account of his soft soap.

"O yes, the prices was real low, an' everything come right,
But when that stuff showed up out here, it gave me such a fright
That I began to hustle 'round to sell out all that fence.
I had good luck, an' sold it all; had repeat orders for it sence.

"I sold them measly mouse traps, too, by talkin' of them strong,
An' all twelve stoves, an' all that rope; in five weeks they was gone.
I made a bully profit, too, but it makes me awful sore,
'Cause I had to hustle 'round so fast, 'stead of sittin' 'round the store."

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A CANDID REVIEW OF TRADE

By Bernard B. Neal,
Neal & Scott Co., New York.

You ask an opinion of the trade conditions in this particular section. So far as our experience goes, we would state that present times are nowhere nearly as bad as a great many people have practically forced themselves into thinking they are.

There is no question but that there is just as much money among the consumers to-day as there ever was, and we should say a great deal more, as statistics show us that last year over $9,000,000,000 worth of stuff was taken from mother earth. That amount in addition to what this country already had is certainly somewhere. A great percentage of the people are holding on to what they have very tightly, and just as soon as prices settle down to what can be called a solid basis, there is no question but what this money will be released, as money is made to circulate and not to hold.

Yes, retail stocks are very low; they have been purchasing practically nothing for the last few months, selling goods from their shelves, even to the extent of substitution. The retailer has a better opportunity of doing this—that is, of selling the articles he has than the manufacturer or jobber. They are not replenishing their stock at this time, and we doubt very much whether they will for several months to come. The reason is very simple. None of us are positive whether the prices are as low as they will be in the near future. In placing orders you can get no guarantee from the manufacturers as to what the future prices will be, but they are in exactly the same position as the retailer and jobber, as they cannot get any guarantee from their source of supply.

In our humble opinion, unless business methods in this country have a radical and positive change as regards prices, history will always repeat itself, exactly the same as it has in the past. At the present time, we are practically a nation of speculators, selling goods based upon what can be gotten for them, irrespective of their actual cost. This, as a fundamental principle, is entirely wrong. Take, for instance, our experience in the price of copper in the past few years. The feverish gambling spirit which characterizes the price on that particular commodity has greatly hurt the business interests of this country, and it is now simply a reaction and what else can any one expect, when prices are too high and up to a fictitious value? There is nothing to it, but that they must get down to a normal basis and that is just what this country is going through now.

We have all been overtaxing our physical as well as financial ability, and, of course, must suffer in proportion. So far as the real facts are concerned, we are upon a better and more solid basis than ever before and the quicker the consumers and manufacturers realize the fact that prices must be put down to a reasonable basis, the quicker will we recover. In our opinion, prices at this time have not reached bottom—that is, so far as our particular business is concerned.

THE CONSERVATIVE CORPORATION.

We will admit that the United States Steel Corporation has been extremely conservative and have done a great deal toward holding their products in good condition, but do any of us know at this time as to whether or not these prices are as low as they should be and undoubtedly will be in the near future? How can any one expect the merchants to stock up with goods unless prices are guaranteed for at least a reasonable length of time? Take our mother countries and see the difference in their methods of doing business. There you can make arrangements and purchase goods at a guaranteed price for six months or twelve months, payments to be made upon a reasonable basis to the purchaser. This enables a merchant, after he has made the proper arrangements, to know just where he is at, lay his plans and operate accordingly. What a wonderful difference in our methods! We, who have been in the business all our lives, have scarcely any idea what prices will be ruling on leading items in our business within the next thirty days.

That is the meat in the cocoanut. Our absolute unstability in the way of making prices to hold for a reasonable length of time is where our trouble comes in.

THE GENERAL CONSUMER.

Another thing, our people are not very grateful. Enormous fortunes have been accumulated in a very limited space of time, by a small percentage of our population, but they absolutely feel no gratitude whatever toward the general consumer, who has practically enabled them to accumulate their wealth.

They should feel grateful and when there are a few months of dull times, they should be the first to stand by their people; but no, usually it is they who become most panicstricken and act as if everything was going to the dogs. In these times we hear a great many of our wealthy friends say that they are not making any money. We smile and say, "Well, how about what you have made and undoubtedly have; isn't that to be taken into consideration?" but they rarely ever see it in that light.

We have dwelt upon this rather long, but it is a subject that is close to the heart of every one in this country at this time, and if we all

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take a hand at the wheel and do what we can to trample out selfishness and get down to a clean, clear-cut basis of operation, business will be just as good if not better than ever. This is our honest opinion, and we feel assured that in the very near future, when prices are settled to what we will call a "hard-pan" basis, that we will see a reaction and again ride on the wave of prosperity.

Collections are fair with us, but we are extremely careful regarding whom we open accounts with. We are watching same very closely and are getting satisfactory results.

The banks, in our mind, are now in a very sensible frame of mind and are asking good collateral for all money, as they are practically not making any money themselves, and as money is no good laying in their vaults, they will be compelled to release it.

VERY MUCH EXAGGERATED.

Of course, this being a presidential year has something to do with business conditions, but, in our opinion, this matter is very much exaggerated. We are pretty practical people, and it does not make much particular difference who is our next President. He is bound to be a capable man, and why should we worry?

We are in contact daily with a great many manufacturers and merchants who are talking these "hard times," and when we get down to actual facts and ask them how their sales are running, when compared with several years previous, they are really not as bad as they appear to be. Another thing to consider is that our expenses are a great deal lighter than they have been for the last few years. Doing business at the high pressure we were going had sliced the profits to a wonderful extent, and the same is only now being fully realized. A great many of our corporations who thought they were making lots of money, after getting net results, found that same was a delusion and a snare. The manufacturers, simply because they have no orders booked ahead for a year or more, feel as if there was going to be nothing doing. Isn't it ridiculous, as if this great country, loaded with wealth and riches could be stopped? What we want is good, sensible and solid business methods and with people with investments and inherited money to be satisfied with a fair percentage of returns and not all expect and strive to become millionaires. This is simply **an impossibility.**

Let us get more comfort out of life and try to kill the selfishness that is now so prevalent and in our old age we will be in a position to enjoy ourselves and feel that life has been worth while.

Need More Direct Communication

An European house, which has branch houses in several cities of Asiatic Turkey, writes as follows: "We represent an American steel and wire company. This concern, among its different articles, is offering to us its water and gas tubes at lower prices than the English factories of Birmingham are offering the same kinds of tubes. We are sure that the quality of the American firm's tubes, if it is not superior, is at least equal to the English ones. Notwithstanding all these advantages, it has been impossible for us to obtain a single order for the American goods. Our clients claim that the merchandise would take a very long time—five or six months—to arrive in Cyprus, while they receive their merchandise from Birmingham in two or three months.

"The establishment of more rapid communication between the United States and the Orient would result also in the extension of the exportation of our products to the United States. Some articles are not valuable enough to support the cost of two to three transports."

By Direct Representation

An American who is studying trade opportunities in Switzerland, declares that direct representation among the Swiss machinery works would result in an enhancement of business in machine tools. So far, American machine tools have held their own by sheer weight of superior merit, but the best class of German tools are gaining a foothold, and this competition can only be met by direct representation on the part of men who can both work and sell tools.

His views on this subject of direct representation are largely based on talk with men who buy and use machine tools. "If the general sales manager, or an official equally responsible, could find time each year to put in several weeks of serious work among the machinery establishments on the Continent, he would readily ascertain the needs of the territory. This work should not in the least interfere with any agencies which may have been established abroad, but should rather serve to strengthen and assist such connections."

Ready for American Locks

In the opinion of Will L. Lowrie, located as a government agent in Weimer, Germany, there is an excellent field open there for the sale of American locks. Those in use are mostly of the double-turn variety, two revolutions of the key being necessary to send the bolt home. The keys are heavy and unwieldy. This applies especially to the house-door key, which is considerably heavier than the others. A large percentage of the people live in flats. The outside door is locked at a certain hour in the evening and the house key must be carried if one remains out after hours. If some firm could demonstrate the advantages of the American spring lock, with its small flat key, it is reasonably certain that an excellent market could be made.

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REPLACEMENT OF EDGE TOOLS

Don't Grind Too Thin

To the Editor:

Regarding the grinding of edge tools, there is practically no danger of a tool being injured if a constant stream of water is allowed to flow over the stone, but if the stone becomes dry, it matters not how well tempered a tool may be, the damage will be irreparable.

I have observed in going through the tool factories that a stream of water is constantly flowing over the stone and the reason for this is the one given above. There is naturally a great tendency on the part of the persons using a grindstone to pour on a little water now and then, which, of course, is not the correct principal.

A mistake is also made at times in using a dry emery wheel for grinding edge tools, which is a very dangerous proposition. An abrasive of this kind is adapted for fast cutting, but very great care has to be exercised if used for sharpening edge tools.

As regards return of defective tools, I have examined all returned shipment to the factories, and I find that the principal trouble is that the tools are tempered too hard and for this reason the edge crumbles. Occasionally, of course, there is a tool that has not been tempered enough and in such cases the evidence is in the turning of the edge.

We return to the factory all tools that are sent back to us regardless of whether they are misused or abused, and, as a rule, the manufacturers allow us full credit. At times, however, they remonstrate as there is really no justice in them taking back many of the tools that are alleged to be faulty.

Personally, I think that it would be best not to say too much about the replacement of tools as it is better for us to make a still hunt as it were on this proposition. There is no question, however, but that if the trade generally understood that it was necessary to have a constant flow of water running over the grindstone, much of the abuse of sharpening edge tools would be corrected.

Yours truly, A JOBBER.

Concentrated Action Needed

By EDGAR C. NEAL,
Buffalo Wholesale Hardware Co.

The question propounded as to the replacement of edge tools is difficult to answer. The problem is one of long standing, annoying in its character and expensive to manufacturer and merchant alike. Justice should be the rule to govern, and, if kept in mind and lived up to, the burdens would be much easier for all to carry.

We are of the firm conviction that no reputable maker of tools knowingly permits a poor tool to leave his factory, but, in spite of the very best care, it sometimes happens.

First, we would say, that when possible we convince the customer that the fault is with the user and not the tool. So far as possible, we submit the matter to the manufacturer for decision; if it be not possible to do this, we use our best judgment, treating each individual case upon its merits. The difficulty, as we see it, may be explained as follows:

An inexperienced user imposes upon the good nature of the retail merchant, who passes the abuse along to the weak-kneed jobber, who, when he has an accumulation of tools, packs them up, and back to the manufacturer goes the whole collection. In his usual generous way he endures the seeming injustice, which involves an actual expense, enters into the cost of his goods, and is passed back down the line to the user in the price which he finally pays for the tool. Should the time come when these inexperienced people understand that tools spoiled in grinding, or otherwise misused, are a loss to themselves and not to the dealer and manufacturer, they will take the time to learn to grind and treat them right. This can only be accomplished by concentrated action on the part of the manufacturers, who hold the key to the whole situation.

All first-class makers of tools claim to make as perfect a tool as can be produced. Tools should be sold with the distinct understanding that value received has been given, and there the deal should end. When this is done the mechanic should be able to procure good tools at a low price. The retailer, jobber and manufacturer will escape all vexatious annoyance, inexperienced workmen will educate themselves in the manner of using good tools, and all should be happy.

Educating the Mechanic

To the Editor:

Perhaps there is nothing so important to the users of edge tools as the knowledge of the proper care they need, especially so with regard to their cutting edges; and undoubtedly there are many good mechanics who, although understanding their work thoroughly, still have never given the care of their tools sufficient, if any, thought. When a tool is too soft or too hard after the first grinding, they discard it or return it to their dealer as defective, claiming that the temper is not right, and never give a thought to the care which the tool requires.

In the majority of complaints and claims for replacement, we have found that the tools have either been ground on an emery wheel, or grindstone without the use of water to protect them from being burnt. From all indications the grinder bears too heavily on the tool, to quicken the grinding, and thus increases the heat or friction on the tool. Frequently even a most inexperienced person can detect where

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a tool has been misused—blue spots will be visible on the blade, and sometimes little fine streaks will be found all over the cutting edges.

Although the mistake in grinding can be easily detected sometimes, it has been found in the majority of cases the misuse is noticed only after the tool reaches the factory. The user of the tool burns the cutting edge or grinds the bevel back too far, and, after finding the tool will not do its work, he lays it one side for a time before returning it to his dealer. In the meantime, it becomes rusted and dirty, and the trouble cannot be detected without some doubt as to defectness of the tool.

He returns it to the Hardware store, claiming a defect, and, rather than lose a customer, it is replaced. The dealer feels in turn the manufacturer will make good any loss to him. In this way about 90 per cent. of all the complaints for defective goods we receive are treated.

It can easily be seen from this that, while tools injured in grinding or other misuse are not supposed to be replaced, the manufacturer generally is asked to do it.

Perhaps the worst case of this kind was received about six months ago. One of our best customers returned a drawshave which was not only badly rusted but also very dirty. After it had been cleaned and reground long streaks of blue could plainly be seen along the cutting edge, some 1½ and 2 inches in length. The edge had been ground so thin that it was no wonder that even if the temper had not been drawn the tool was no good for the use desired of it. The reader will agree that in fairness to the manufacturer every mechanic should give the tool the proper care it needs, especially in grinding. With the help of the trade we believe the mechanics can be instructed in this "Proper Care" to the benefit of all—the consumer, dealer and manufacturer.

The best way to grind is on a wheel which is fairly soft and fine in grit. By using plenty of water the danger of burning will be lessened. The operator should be careful to grind slowly and not bear too heavily on the tool.

When grinding tools with thin edges, no pressure is needed as the weight of the tool itself will be sufficient. Of course, for heavier tools, such as axes, adzes, champer knives, etc., a little pressure can be used.

It will always be found that when using wheels of coarse grit the tools become hot much quicker, and consequently there is more danger of spoiling the temper. We advise the use of only the softest stone and plenty of water.

If an emery wheel is used, it will be necessary to have the work done by only the most skilled operator, who should use the greatest of care to expect good results. Fine grit emery should always be used, remembering that while it takes longer to grind a tool, you are saving it from cracking and burning.

Regardless whether grindstone or emery wheel is used, the grinding should never be done without water. It not only protects the tool from heat or friction, but also quickens the grinding.

There is another thing to be considered, the length of the bevel. It should never be too long, especially when the tool is used on hardwood. The workman must use his own judgment, knowing the class of work he does. He should have the bevel ground to do the work nicely and at the same time have the strength to stand up against the hard knots. He should remember that by having the cutting edge too thin it will be burnt in grinding without constant care. Respectfully yours,

A MANUFACTURER.

Recommendations to Manufacturers

By J. J. RUTKA,
Clark-Rutka-Weaver, Grand Rapids.

Claims made for the replacement of edge tools which have been spoiled by users in grinding are frequent, and are one of the greatest annoyances in business. It is a hard problem to solve. We usually start out by explaining to retail dealers just what the warrant is or, if no warrant exists, we plainly tell him so, and in the latter case we simply will not take back any goods for any reason; but if the items are warranted our dealers are carefully instructed to explain carefully to their customers the nature of the warrant.

Notwithstanding all these precautions a considerable quantity of these tools, including even axes, are returned to our customers by the consumers every year and our customer appeals to us to help him out.

We think one of two things should be adopted by the manufacturers of edge tools. Either they should take into consideration when figuring cost on their products that a certain per cent. will be returned whether good or bad, and under such an arrangement warrant every tool that they send out and accept it, no matter in what shape it comes back, or absolutely refuse to warrant a single article of any kind, and in that event end it when the sale is made.

Harriman's O. K.

Mr. E. H. Harriman, the railroad magnate, declares that no one need worry over the condition of America.

"The country is all right," he says. "Everything is normal, and there is no reason why we should not have prosperity in plenty. The basis of prosperity in every country is the product of the soil, and the crops here could hardly be better. Farmers are contented; they have no mortgages to pay; their fences are built, and the land is producing all they need. Everything depends on that. I see no reason for any business depression. We are all right."

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OPINIONS FROM RETAILERS ON REPLACEMENT

Replaces Only "Simon Pure" Defects

I do not warrant tools and have not for years, even if they are warranted by the makers to me. But, if a customer comes back with a simon pure defect in a tool the manufacturer will almost always replace it.

FRED I. LAMSON.

Never Ask the Maker to Replace

We make it a point never to guarantee any kind of an edge tool. We buy the best we can get and recommend them, but if a customer asks us for a guarantee we tell him plainly we do not guarantee anything. Our experience has been if we sell a man a tool and tell him that we will replace it if it breaks, he will take it out and try to see if he can break it; if we tell him that we will not, he will try to take care of it and very seldom break it. In some cases where we know the man to be honest and we find one is defective, we replace it, but never call on the manufacturer to replace it to us.

RAINES HARDWARE CO.

Abuse of the Privilege Works Hardship

I am rigid in the matter of the "Replacement of Edge Tools," and am gratified to note that many of the manufacturers have withdrawn this privilege, which has been shamefully abused by the general run of the users of edge tools. I am largely governed by the circumstances attending the request for replacement, and invariably give the tool a strict examination. Some people's representations you can readily bank on, others are suspicious from the start. It is the abuse of this privilege that has worked a hardship on the dealer with others along the line.

FRANK C. BEALL.

Prefers Selling Unguaranteed Tools

With regard to the replacement of edge tools, it is, in my opinion, a very broad question, and one that requires a great deal of discretion. As a rule, the man who actually uses the tool is a more or less unscrupulous fellow, and there is no doubt but what a guarantee is very greatly abused by the majority of them. It has been my experience that they will, as a rule, take much better care of an unguaranteed tool that they will of a guaranteed one. I feel sure that at least 90 per cent. of the claims for new tools in the place of damaged or spoiled ones are unjust, and as a retailer I had much rather handle unguaranteed tools than guaranteed ones, as I can then use my own discretion in disposing of the claims (which are much less in number), preferring the expense of replacing the just claims to the trouble and worry of the unjust ones.

JNO. G. BURNEY.

Don't be Too Prompt in Warranting Tools

We are careful not to be too prompt in warranting tools not guaranteed by the manufacturers, but at the same time we do replace any very apparent defect without question. If the customer is a good one we sometimes replace an article that we never return to the manufacturer, if we think that the error was of the customer's, and that it would not be fair to the manufacturer to do so. If for a real defect, or from policy's sake, we feel that we should replace a tool, we do it cheerfully to the customer, so that he leaves with a good taste in his mouth. Manufacturers should guarantee all tools against all damage from sharpening pencils, and cutting soft white pine, as these woods are invariably the cause of defective blades.

HIGHTOWER & GRAVES.
T. B. Graves.

Unskilled Workmen Make Most Complaints

We make it a practice to replace any high-grade edge tool which is defective. If our customer pays a good price for a tool he expects to get a good one, and it should be furnished him. We have very few comp'aints, and most of these come from workmen who are unskilled. It frequently occurs that our customer is not warranted in making a complaint, and we always carefully examine any tool before replacing it, believing that the manufacturer or jobber should be considered as well as our customer.

THE SPRAGUE CO.

Prefers Manufacturers' Brands

We find we must satisfy a customer who makes complaint of and returns to us a defective tool. Our most general practice is to divide the loss and sell him a new one at, say, one-half price. When tools are warranted to us and prove imperfect, we find it best ourselves to pocket the loss, since if we report to the jobbers of whom purchased, they are likely to send us a new one, on which the express charges are apt to exceed the value. We endeavor to buy the best medium quality tools to be had, and to give good value for the money. In these days, when the rule is for each jobber to have his private brands, we cannot tell what make of goods we are buying; so we prefer manufacturers brands.

HALL & BARR.

Governed by Individual Cases

We have no set rules, but are governed by each individual case. If it is a good, reliable party and good customer, we always replace without a word—and, by the way, there are very few of this kind who bring them back for replacement. With others, we some-

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times take the tool and submit the matter to the traveling salesmen, who we find are always ready to give the customer the benefit of the doubt, if there is any.

We think unless a tool has been wantonly ruined, it is better to replace cheerfully than to run the risk of losing a customer. There is no advertisement as good for a store as satisfied customers.

W. D. ACUFF & Co.

Make Replacements Though Often Unjust

Following an established rule that every sale and every transaction with a customer must be satisfactory to that customer, even at a loss to ourselves, we guarantee edged tools. We make such replacements as pleasantly as possible, even though they are oftentimes unjust. The small number of tools replaced figures very little with the extra trade that a satisfied customer brings.

CORDELE HARDWARE CO.,
F. L. Bartholomew, Manager.

Stopped Warranting Goods

As to replacement of edge tools, several years since we stopped warranting any goods, saying "that if the manufacturers did not make good goods, they could not sell them." We preferred to lose the sale rather than to warrant. However, when they were returned and a flaw or fire crack plainly showed, we replaced them without question. We do not believe in warranting edge tools, as they are used under so many different conditions.

A. H. FOGG Co.

Replacing Causes Annoyance

The replacement of edge tools certainly gives the retailer and the jobber much annoyance. In a great many instances where edge tools are guaranteed the party purchasing the tools will try and see what the tool will stand without breaking. I remember hearing of a sale that occurred in our city some time ago, where a party wanted a guaranteed axe. The salesman told him they had quit guaranteeing axes, as they had had too much trouble with them. He went to their competitor and bought an axe, guaranteed. He then came back where he first tried to buy the axe, and told the salesman he had bought one at the store where the axes were guaranteed; that he was going home and give the axe a hard test. In other words, he was going to stave the axe into all sorts of hard knots, and very likely he would end up on a flint rock. No doubt if he succeeded in breaking the axe he would come back with the old story on cutting in white pine. When we have a tool brought back on us we try to judge whether the tool has been abused or not, and then try to be fair both with the customer and manufacturer. However, we try to guarantee as few tools as possible, but make it a rule to not let a customer go out of the house dissatisfied, if he is a reasonable man.

S. W. DAVIDSON.

Do Not Warrant if It Can be Avoided

We used to warrant many tools such as axes, etc., but found that some would abuse the privilege and even return nearly worn out axes, scythes, etc., and after exchanging for new, would sell the new ones. Since 1904, our policy is: Not to mention "warrant" on anything, if we can avoid it, and in case anything, which was sold as good quality, comes back plainly showing any flaw or other defect, we invariably make it good to the customer. By this plan, we are in position to refuse to replace a tool which shows abuse or considerable wear. We have had much less trouble on account of goods coming back than when we used to warrant all the first quality goods. Under our present plan, practically the entire expense of goods replaced comes on us, but we think that satisfying all reasonable customers offsets this expense.

E. A. WEATHERBEE CO..
E. A. Weatherbee.

Different Breaks Have Different Causes

We have read the articles by both the manufacturers and jobbers in the HARDWARE DEALERS' MAGAZINE concerning the replacement of edge tools. It has been our custom for some time to carry a guaranteed line of edge tools, but make it a practice to be very careful to whom we make a guarantee, as we find that a great many people impose upon a guarantee. In case of a complaint, which we are proud to say are very few, we always make a satisfactory adjustment and seldom make complaint to house purchased from. Our greatest trouble has been on axes, and in making a sale of this kind are very careful to explain to a customer that different kinds of breaks have different causes. Under no circumstances will we replace an axe with a circular break, as this is caused by the temper and not from a flaw. We believe that improper grinding is responsible for a great deal of the trouble. Our trade is pretty well educated along this line. We believe in carrying a high-class of edge tools, but do not think that promiscuous guaranteeing is best for all concerned.

Dealer and Maker Frequently Imposed Upon

The replacement of edge tools certainly gives us much trouble. Not that the manufacturers are not very liberal, but because we think that both they and ourselves are often imposed upon. It often happens that a pair of shears is returned to us with the handle broken off, and the purchaser will dirty up the broken end and claim they were defective, when, if the truth was known, they had been broken by throwing them at the cat or dog. The customer being a good one, and disliking to have them leave the store in a

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bad humor, we replace them, knowing at the time we are being imposed upon. We would be glad to see the manufacturers and jobbers get together and quit guaranteeing any edge tools. This would put the burden on the customer, but there is no retailer but what would make the loss good, if the case was a just one.

Several years ago we quit guaranteeing axes, no matter whose make, unless we were paid 25 cents more on each axe, which was seldom done, and now we scarcely ever have a complaint. Before adopting this rule, it was a constant source of worry. Now, when a man buys an axe from us, he knows that he has no recourse and will take care of it, instead of trying it on a cold morning in a rich pine knot.

GUTHRIE, BRADLEY & JONES.

A Custom to Replace Tools

It has always been our custom to replace these, when returned by reliable parties, or if showing flaw. We have always found the manufacturers perfectly willing to replace defective goods.

WILLIAM BEACH HARDWARE CO.

Replacing Edge Tools Poor Practice

I believe the practice of replacing or "making good" all edge tools that are returned a very poor policy. I can gladly say that I have very little of this to contend with, as I take particular pains in selling a customer an article of this class to not mention its being a guaranteed piece of goods, unless asked pointedly. Then I usually ask him what he wants me to guarantee the tool to do; he most generally will ask if I will replace it with a new one, provided it breaks. Then I tell him the makers of these goods only warrant them as being a perfect tool, and to be made by skilled mechanics. But in case the tool in question shows a defect, such as a flaw, or proves to be of imperfect temper, to bring it back before he attempts grinding, and I will see what can be done for him. I have a very few who come back with a complaint. In case they do, and the tool shows a defect of any kind, I gladly make good without a question or argument, and report same to my jobber from whom I purchased. If no defect in my judgment exists, I simply say to him that it's his own fault; that he has misused the tool, which caused it to be thus and so couldn't think of replacing it, as it would mean a dead loss to me, as the factory would not make good to me. I have in a few instances with good customers, in order to hold their good will and trade, replaced tools which were ruined, no doubt, by their own carelessness. In cases of this kind I never ask jobber or maker to replace goods to me, simply stand the loss myself.

JNO. B. CARDEN.

Are Strict on Guarantees

We are becoming more and more strict in this matter and are having very little difficulty with our customers. On most all articles of this kind returned to us we use our own judgment as to the claim, as we believe that many take advantage of warrants given on articles and intentionally abuse the article in order that a new one can be procured. We have given up the idea of warranting axes of any kind, as stories of users were so unreliable.

JOHN MACKEY & SON.

Wants Information from Manufacturers

We have read with interest the several articles by manufacturers referring to the replacement and grinding of tools. They all condemn the emery wheel. We do not, however, see the carborundum and alundum stones referred to. We would like very much to hear the opinion of some of the manufacturers of edge tools as to the advisability of the use of either of the above stones for the purpose mentioned. Both kinds are growing in popularity for household and shop use in this section.

G. C. BENGENER & BRO.

Want Customers Satisfied

As a rule we replace all warranted goods. as we cannot be arbitrary in a guarantee, for it is a broad question and must be treated in a like manner. We always try and show the customer if the fault was with him, and state that it was not with the tool but the customer. It is quite a delicate matter to tell a mechanic how to sharpen edge tools without offending him. As a rule, he knows it all, and does not take kindly to a dealer's instruction. We try and have all customers leave our store satisfied, and we always give them the benefit of the doubt rather than have their enmity.

SWANTON, JAMESON CO.

Should Satisfy Customers

As to replacement of edge tools, we believe in satisfying our customers by making good any defects without considering the argument with the manufacturer, which sometimes follows.

TING & DEXTER CO.

Best Grades Should Have Guarantee

It has been our custom where tools are warranted, to satisfiy the customer even though sometimes the complaint is not well founded. Of course, in case of gross abuse or neglect, we refuse to make good.

In the case of axes, which are frequently sold with unconditional guarantee, we have not for several years bought or sold the warranted axes as our experience previously has been very unsatisfactory, the axes being in many cases abused and ground so thin that they could not help breaking, and if anything of

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the kind was suggested to the customer, he would at once become angry. In the case of carpenters' tools, we have very little trouble, as we try to keep the very best quality, and the majority of the carpenters here are careful and seldom ask for an improper exchange.

We do not believe there should be any warrant on any except the best quality of tools, but do believe that on all the best grade there should be a good fair guarantee giving complete protection to the user, some goods such as axes and scythes should not have any guarantee.

A New England Firm.

We consider Buying, Selling and Accounting, the three most important departments of the business, and we do not think that any of them could be neglected.

E. Bailey Sons

Have Discontinued Guarantees

My experience has been that it is a difficult matter to handle and give satisfaction to all parties concerned. In former years I used to give a warrant on all edge tools that I sold and I soon found that the warrant was far more often abused than there being any fault of the tools. I was continually in trouble with both the customers and the manufacturers. For the last few years I have not given any warrant on edge tools at all. I find that I lose but very few sales, and it saves a lot of hard feeling, bother and expense. But when a tool is returned and shown that it is really defective I generally give him the new as well as the defective one.

G. T. Gready.

Give Warrants Without Strings

We have always warranted our best grades of tools and have had very little trouble. We do not tie any strings to our warrant; it is absolutely unconditional. Axes are the best tools to illustrate our methods. We tell our customer the axe is warranted. If he should bring it back we should give him another, regardless of condition or circumstances. If he brings the second back, if in our opinion he is abusing our warrant, we give him his money back, instead of another axe. We have done this way for about ten years, and it has proved very satisfactory. We have almost never paid our customer his money back and he has been satisfied and so have we. We have it understood with the parties we buy of. When we entailed a condition on our warrant, there was always trouble and many times the customer would get mad and we would lose him.

We do not even cast a suspicious glance at a returned tool; simply take it and give him another or his money. We will not buy warranted goods on any other terms; we explain our methods to the parties we buy of, and they usually stand it. The less friction there is in business, the more agreeable it is, and there is nothing in our experience that will cause so much friction as a dispute or discussion with a customer over a warrant. I am very glad to give you this word from our experience, and hope it may be of use to some one.

J. H. Steward & Son.

Manufacturers Should Furnish Instruction Slips

Concerning the replacement of edge tools, would say that my experience in the sale of edge tools is brief. I fully indorse the manufacturer's complaint against dry grinding, as it meets with my experience in the matter. The only suggestion that I could make with any hope of success would be that all manufacturers of edge tools put out printed slips with each tool warning users against dry grinding on emery or old-fashioned stones, and recommending the use of an abundance of water. This, I think, would do good.

C. P. Carroll.

Experience Very Unsatisfactory

I have tried this plan of selling from every viewpoint, and in each instance have found it to be a disagreeable and unprofitable method of handling edge tools. I deem that the method of replacement would prove a trade-winner for edge tools could you ever get the trade at large to fully understand and appreciate the true meaning of the word guarantee. But my experience has been that it is hard to get the average customer to fully understand the true meaning. We may be perfectly plain with him, and he may fully understand at the time of making the purchase, but if the tool sold should happen to go bad from any cause whatsoever, he feels that he has not had a fair deal unless you replace. This often results in a dissatisfied if not a lost customer. Taking our past experience as a rule by which to determine, I say, don't guarantee edge tools.

S. T. Taggart.

Charges More for Warranted Tools

I have been selling edge tools for twenty years and during this whole time have had little replacing to do outside of pocket knives and woodsmen's axes. These two articles have seemed to be the bones of contention, but there has been little trouble, inasmuch as these goods have been sold under the same warrant as bought and I consider it simply a matter of agreement. Manufacturers must figure cost, taking into consideration the percentage of goods returned, charging enough to cover this item, and no doubt they do. I have sold axes for a certain price without a warrant and the same or similar ones with a warrant charging a higher price in the latter instance. An unconditionally warranted tool costs and retails for about 50 per cent. more than one

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with no warrant, or just a recommendation. The matter seems to amount to about this: No warrant, with nominal price, or fully warranted and get pay accordingly. In regard to grinding there is not one man in ten who knows how to grind a tool properly, but it will not do to tell the other nine that.

H. E. MESSER.

Give Iron-Clad Guarantee

I have read the articles in the May number of the HARDWARE DEALERS' MAGAZINE on the replacement of edge tools. I notice that the manufacturer almost invariably lays the cause of defective edge tools to the mechanic's attempting to grind and sharpen them. We sell large quantities of edge tools, and we give an iron-clad guarantee on them, and if they are not as guaranteed, we make good. When a customer brings back a warranted article in this line, we usually hand him another article without any comment. If we were to stand up and argue with our customers, and blame them for over-sharpening or over-grinding, we would antagonize both him and his friends. As a retailer, we are sometimes compelled to put up with some little abuse of edged tools, and we are aware that a customer has misused an article, but we cannot afford to argue with him. It is cheaper for us to hand him another article in the place of the one returned. This practice holds good in plane irons, drawing knives, broad hatchets, pocket knives, butcher knives, razors, shears, scissors, etc. The goods returned to us during the year amount to a very small percentage of our sales, and two or three times during the year we return the defective goods to the jobbers or manufacturer from whom we buy, receiving in their stead either new goods or a credit memorandum to cover.

In the item of axes, we guarantee them on our own accord, and whenever one is returned, we replace with a new one, taking the old axe to the blacksmith to be drawn out and re-tempered. We then sell the returned axe at a slight reduction, thereby coming out just about even. In fact, our policy is to sell everything in our store on a guarantee, and to make good if not satisfactory. We have built up a trade on account of this policy, and we always make good without any comment or argument, even though we sometimes know we are being held up. But we think it pays to do business this way. We have made it pay, and there is no doubt but that others could make it pay. But, we find that the majority of the manufacturers are very arbitrary about making replacements of defective goods or defective parts. Whenever we run up against a manufacturer who will not make good, we change our trading place. We clean up on his line and can always find other lines just as good. It is a very good thing that there are both a "mother and a daughter to choose from." In other words, it's a good thing that there are several manufacturers making lines of goods. We find the jobbers more willing to take back defective goods than the manufacturers, and it must be on account of the manufacturer standing behind the jobber. We believe that if the retailer does not make good to his customers, especially in the smaller cities and villages, he will, sooner or later, have to go out of business.

JOHN F. DUNCAN.

Should See No Imposition Is Practiced

I think the only guarantee on edge tools should be made to cover defects in material or workmanship. An injustice is frequently done the manufacturer by replacing a tool that has been mistreated. I think too much latitude is allowed the retail merchant by the jobber and manufacturer in replacing tools. The retail merchant should assist in every way possible in seeing that no imposition is practiced.

MALLORY DAVIS.

Not in Favor of Replacements

In looking over the May issue of the HARDWARE DEALERS' MAGAZINE, in which book I take a great interest, I noticed your article on the replacement of edged tools. This practice is very often overdone by the retailer without ever going into details to find where the fault lies. During my experience, which dates back about twenty years, I have seen this practice abused. I have known parties to buy a tool, use it, then flaw it in order to return it as they had no further use for the tool. In instances of this kind they take advantage of the manufacturer through the retailer. I do not think it a wise policy to take back or replace edged tools of any kind without a thorough investigation. If I find to my satisfaction that the tool is at fault, I then replace it, but on the other hand, if it is the fault of the user, then I stand by the tool. When selling edged tools or cutlery of first grades, I always guarantee the goods, with the distinct understanding that if the goods prove defective and are brought back to me before being ground, I will replace them, provided it is the fault of the tool. I impress this upon the purchaser. If all retail merchants would not misrepresent and try to sell a cheap tool at the price of a good one, there would be less trouble in the replacement of tools.

J. J. GOLDMAN.

The man who admits failure is a weakling beyond measure. Ever afterward he is timid, and lacks that powerful confidence which results from successful achievement. There is nothing that so convinces a man of his own infallibility and is such an incentive to further effort as seeing the success of his work. Be enterprising; be plucky.

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Saws Made in Philadelphia

An agent of the department of commerce of the United States, located in Solingen, Germany, says that he has seldom found a district where American events are so closely watched. There is a natural reticence regarding business methods, and the impression is given that Solingen does not wish much inquiry from the outside. The advent of a new American safety razor, for example, has produced some alarm as indicating what American manufacturers are able to do. He asked one Solingen manufacturer to indicate just why it is possible for Solingen firms to sell cutlery in America despite the prevailing duty, and he replied, in effect, that it is because the methods at present pursued in Solingen make it possible to get the material out at a very cheap rate, and furthermore long experience has taught the Solingen workmen facility in working up the present grade of metal. He adds:

"I found in Solingen a firm which in previous years has enjoyed a most enviable reputation for its high standard of saws, and yet I was informed at this establishment that its German business had been practically ruined by an American saw made at Philadelphia. In fact, the statement was made that the business of the Solingen firm is restricted to those districts which have not been reached by the American saw representatives. My information is to the effect that the American saw is bringing a higher price than the German saw, and that its success here is due to its superior quality. Here is a curious situation—German cutlery firms sending their entire output to America despite our tariff, and a Solingen saw house being practically forced out of business by the advent of a high-grade, higher-priced saw made at Philadelphia."

Catalogues in the Corner

Edward J. Norton, an American in Asuncion, Paraguay, in writing of the possibilities of trade in that country, says that the American export sales agencies are working in part or wholly through the mails. This is one of their weak points, and a method hardly more efficient in securing new business than the efforts previously put forth by the manufacturers whom they now represent. The agencies may translate catalogues and conduct a correspondence with a foreign customer in his own language, but even this will prove to be of little actual value. Tons of catalogues come annually to countries as small and isolated as Paraguay, and it is rather discouraging to note the indifference with which they are regarded. He has seen heaps of them lying in the corners of many offices, covered with dust and with their wrappers still unbroken.

"The man on the spot is the man who develops trade," he adds, "and the export sales agencies, or the manufacturer who works out his own export problem, must have a representative, traveling or resident, before much headway will be made in the building up or extension of foreign business. This method is expensive, but it brings results.

"In sending out representatives the territory nearest home should be canvassed first. There is plenty of it. Mexico is a good field, and a big one. The trade of Cuba, Jamaica, the Central American Republics, Panama, and Colombia shows an ever-increasing demand for American goods, and in some of these countries the American traveling salesman is rarely seen."

Buying Their Hardware

A young married couple were in a store, buying Hardware for the new house they were building. The father of the wife accompanied them. The husband was debating the question of cost between two grades.

"Give her the best," said the father-in-law. "You will never regret it."

"Because it will make her happier to have her own way?" asked the younger man.

"Well, that is a good reason," the old man responded, "but it is not the only one by any means.

"When you are making a purchase of this sort, remember one thing. You will have to pay the money out but once. In a week you will have forgotten it.

"But the thing which the money buys may be under your daily inspection for years. If it is cheap, incomplete or not up to its environment you will have a disturbed or resentful feeling every time you see it. So I advise you not to save a little money now at a cost to your future peace of mind or sense of fitting proportion. Your wife is looking at the future, and you at a few paltry dollars. Give in, my boy; give in."

The Tariff Postponed

The Hon. Sereno E. Payne, chairman of the Committee on Ways and Means in the National Congress, declares that there will be no immediate revision of the tariff.

"There will be no hearings on the tariff until after elections," said Mr. Payne. "And when we do take up the matter in committee the final result will still be a protective tariff. The country is recovering now from a panic and has the excitement of pending elections to cope with." In the Senate Senator Aldrich has reported from the Committee on Finance a resolution authorizing the committee to secure expert assistance in pursuing tariff investigations, and it was adopted without debate.

The resolution is proposed to make unnecessary the appointment of a tariff commission, and the purpose of it is to prepare the way for general tariff legislation at the next session of Congress.

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THE JUNE HARDWARE CONVENTIONS

The eighteenth annual convention of the Southern Hardware Jobbers' Association, in connection with the semi-annual meeting of the American Hardware Manufacturers' Association, will be held at the Arlington Hotel, Hot Springs, Ark., on June 9, 10 and 11. Although this place of much social repute may seem to be a long distance from New England and other portions of the North, the hospitality of the southern jobbers, and the most excellent programmes that have been prepared by both conventions, will certainly form an attractive combination which few northern manufacturers and their friends can resist.

The first meeting will be held on Tuesday at 10 o'clock, and will be in charge of the jobbers, who extend to the manufacturers, their representatives and ladies a most cordial invitation. The meeting will be called to order by President John Donnan, after which prayer will be offiered by Rev. W. T. Amis, pastor of the First Baptist Church, Hot Springs. "America" will then be sung, after which President Donnan will deliver an address of welcome. An address of welcome to the State of Arkansas will then be delivered by Governor X. O. Pindall, followed by a welcome to Hot Springs by Hon. M. H. Jodd, mayor of that city.

The first subject taken up for discussion will be "The Recent Panic, Its Causes and Remedies." The opening address on this theme will be made by James D. Moore, of the Moore & Handley Hardware Co., Birmingham, Ala., who will be followed by some member of the American Hardware Manufacturers' Association, and by other members of both organizations. The remaining business of the morning will consist of a report of the reception committee, appointment of special committees, introductions of new members, visitors and guests, and an informal reception to the manufacturers, jobbers and other representatives.

The afternoon session of the jobbers will be held at 2.30, and will be opened to members of the association only. The annual reports of the president, secretary-treasurer will be followed by those of the committees on transportation, press, grievances, manufacturers, machines, supplies, metals, axes, galvanized ware, game traps, ammunition and of the executive committee, the latter read by O. B. Barker, of Lynchburg, Va. These reports will be followed by the appointent of special committees, question box and miscellaneous business. The entertainment features of the several evenings are to be announced.

The morning and afternoon sessions of Wednesday and Thursday will be as follows:

MORNING SESSION, WEDNESDAY.

Executive—For jobbers only. "Importance and Benefits of Local Associations," Harvey L. Anderson, Anderson Hardware Co., Atlanta, Ga. "Why Should Not the Southern Hardware Jobbers' Association Have the Unqualified Support of Every Eligible Hardware Jobber in the South?" Hugh Fox, Fox Bros. Hardware Co., Pine Bluff, Ark. "How Shall We Increase the Profits on Our Staple and Seasonable Goods?" H. Young, Southern Hardware and Supply Co., Mobile, Ala.

AFTERNOON SESSION, WEDNESDAY.

Joint session of jobbers, manufacturers and their representatives, the Southern Hardware Jobbers' Association being the guests of the American Hardware Manufacturers' Association.—Meeting called to order promptly at 2.30 by C. W. Asbury, president American Hardware Manufacturers' Association. "Is the Policy of Protection in Its Broadest Sense, as Viewed by the Business Man, Detrimental or Advantageous to the Allied Hardware Interests of the Country?" The subject to be opened by a manufacturer and to be followed by a jobber. W. W. Webber, Webber-Ayres Hardware Co., Fort Smith, Ark; general discussion by both manufacturers and jobbers. "Should Not Associated Manufacturers Who Control Prices, Protect the Jobber Against Decline on Stocks on Hand?" W. F. Stephenson, Barnes & Miller Hardware Co., Memphis, Tenn.; R. F. Bell, Wm. Henry & R. E. Bell Hardware Co., Fort Worth, Tex.; general discussion by both manufacturers and jobbers.

THURSDAY SESSION.

Executive—For jobbers only. Meeting called to order promptly at 10 o'clock. "The Compensation of Traveling Men and the Best Method of Handling Them," J. Van Dorkum, Fones Bros. Hardware Co., Little Rock, Ark. "What Is the Best Method of Computing Profits, and the Arrival at the Cost of Doing Business?" General discussion, in which the members are urgently requested to take part. "The Best Methods of Departmentizing Business and the Benefits to Be Derived Therefrom," S. Norvell, Norvell-Shapleigh Hardware Co., St. Louis, Mo. Miscellaneous business. Reports of special committees. Election of officers. Selection of place for next annual meeting.

The manufacturers have not prepared an elaborate programme, as their co-operation with the jobbers will keep them reasonably busy. They will hold daily meetings, but there will be no election of officers, which occurs at the annual meeting in the fall.

The reception committee appointed to act on the occasion of these gatherings have not yet announced a programme, but from a scrutiny of the names of the gentlemen making up this body, one can imagine that there will be something doing. Irby Bennett is to act as chairman, with sixty-seven associates.

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No Cut Is Made in Steel

The unbroken front as to steel prices that has been held by the United States Steel Corporation ever since the financial troubles of last fall is still to be kept up. There was a recent meeting in New York City of the leading steel men of the country. Their sentiments were crystallized in a brief statement made public early in the day by Judge Gary, following the conference at the Steel Corporation offices in the Empire building. This is the statement:

"At the meeting to-day of representatives of the principal manufacturers of steel in this country the opinion was expressed by each one present that the prices of steel are reasonable and should not be reduced; that reduced prices would not increase purchases, and that most of their customers do not expect or desire any change. The opinion was unanimous that the meetings should be discontinued for the summer months unless the chairman should deem it advisable to meet at any time for reasons which do not now appear."

The Steel Corporation has been the backbone of the stand made by the leaders of the industry, and J. P. Morgan sounded the keynote of the policy adopted in a speech which he made last fall at a dinner given to the steel and iron men by Judge Gary, which was the beginning of the dinners which have since been held regularly. Mr. Morgan reiterated Judge Gary's "conservatively optimistic" view of the outlook.

The informal conferences in Judge Gary's offices in the Empire building, which preceded the meeting of the committees, were attended by representatives of the leading financial interests identified with the steel industry. Among them were Henry C. Frick, George F. Baker, Norman B. Ream, and George W. Perkins. While the Street was awaiting news of the conferences, a hopeful item of news was announced by Rogers, Brown & Co., the leading marketers of pig iron in the East, who said they had received definite advices from the Central West and the Pittsburg district that orders have been placed for about 200,000 tons of northern and southern pig iron at current quotations, a total which would materially stem the demoralization which ruled since last fall in this branch of the trade.

The Tariff and Our Markets

Mr. Beveridge, United States Senator from Indiana, who introduced the bill for the establishment of a permanent tariff commission, when in New York recently, expressed himself on the subject as follows: "It is the business men who must do business under the tariff and not the politicians, and therefore you want a business man's tariff and not a politician's tariff.

"You want a scientific tariff, just to all interests and to all men, and not a log-rolling tariff that does injustice to some interests in order to do more than justice to other interests. You want a tariff which will open the doors of foreign markets to your products. Above all, you want a tariff based on facts and not on suppositions.

"The ascertainments of the facts is the method employed by our courts of equity. It is the method employed by Congress in every other subject except the tariff, but when we insisted that experts should also find out the facts with reference to the tariff, we were met with the statement that the tariff was forbidden ground which experts must not invade.

"But the world moves, even in the question of the tariff, and after all we are going to have experts find out the facts on this greatest of economic and business questions, and then build our tariff according to these facts. The man who does not want experts to find out the facts does not want the facts found out.

"When our next tariff is made we shall at least have a maximum and minimum tariff—a tariff not only for protection, but also a tariff for trade; a tariff which will not only preserve our home market, but which will open foreign markets."

He Operates in Hardware

Iron companies, machine manufacturers, Hardware dealers, etc., are cautioned by a number of victims against transacting business with a party who is at the present floating worthless checks. His methods of operating are first to write to a certain concern for a catalogue, from an address in almost any part of the country. Later he calls upon such firm with said catalogue and certain articles marked, asking to see these goods, and places an order for same, giving a fictitious address. He then asks if a deposit is desired on the transaction, and fills out a blank check in sums ranging from $200 to $1,500. Sometimes he gives a large check, which is given in part payment, and asks for a certain amount, probably one-third or less, to be given him in cash for necessary expenses, as he has no one in the vicinity who can identify him in order to have a check cashed. A number of names have been used on these checks.

Any information relative to the operations of this party may be referred to the American Bankers' Association or their agents, Pinkerton's National Detective Agency, will receive prompt attention.

A Treaty With Japan

The United States Senate has ratified two treaties with Japan for the protection of American trade-marks, patents and copyrights in Manchuria and Korea, and of Japanese trade-marks, patents and copyrights in the United States. The treaties were signed at the State Department by Assistant Secretary of State Bacon and Ambassador Takahira.

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ORGANIZING A JOBBING HOUSE

SYSTEM ESSENTIAL TO SUCCESS

Factors of Sound Business Methods and Thorough Knowledge of Details Requisite to Success—How These Important Business Requirements Are Best Utilized as Shown by the Methods of a Leading Hardware Jobber.

By G. A. JOHNSON.
Organizer and Instructor of Practical Business Methods.

Having made a specialty for some time of installing business routines in the more prominent jobbing Hardware houses of this country, it became my pleasure a few weeks ago to connect myself with the progressive firm of the Bostwick-Braun Co., of Toledo, Ohio, with a view of improving their business system, as well as organizing their operating departments in their new building into which they recently moved. This firm, like so many others nowadays, wisely recognizes the importance of giving good service to its customers, and it fully realizes that the patronage of the up-to-date Hardware dealer is not acquired and maintained by price cutting alone, which even in these enlightened days is so erroneously practised by some jobbers, but that, on the contrary, the conscientious and faithful appreciation of its obligations to its customers, coupled with as low prices as consistent with legitimate profits, form the only proper foundation for mutual confidence and success.

It is with a view of still further increasing its popularity with the trade that this firm never ceases its efforts of improving the service and adding to its operating facilities, knowing that money expended in this direction will bring larger returns than any other investment it might make. The tendency of today is to go forward, and the man or firm who does not follow the march of progress, is losing ground every day, even though they may not be aware thereof. It is impossible to stand still; one must either go forward or in the opposite direction. Opportunities are found everywhere, but it is up to the individuals to prudently avail themselves thereof. Ultra-conservatism is just as detrimental to business as the reckless plunging is disastrous to its permanent success. It is the happy me-



AN AISLE IN THE MAIN OFFICE.

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dium in the combination of both that makes the successful merchant.

Some dealers do not hesitate to indulge in price cutting, entirely unwarranted by any circumstances or competition, for the purpose of increasing their sales in certain lines, and incidentally of gaining the favor of certain customers. This is, however, a very short-sighted and extremely disastrous way of thinking.

Competitors will soon hear of it and will instantly meet the cut prices, thereby depriving the price cutting firm of any further advantage or advertising. Just consider the loss of profit and the expense which such a departure has cost, and compare it with the benefits derived therefrom, and the entry will certainly be on the wrong side of the ledger. Now, on the other hand, take the same amount of money out of your till, which amounts to the same thing, and invest it in a way that will improve your service and possibly decrease your operating expense, and you will have accomplished some permanent good; something lasting, that will give you an actual advantage over your competitors, possibly without their knowledge. Your customers will feel kinder toward you for the improved services rendered them, and they will increase their business with you because they like your style of filling their orders.

The advantage thus gained will be more beneficial because your competitor will very likely continue doing business in his old way.

The two important factors, "System" and "Organization," will form the subject of this article, which will contain no high sounding phrases, but will be a plain and simple presentation of my experiences as an Organizer, and will relate particularly to the system and methods adopted by the firm through whose courtesy I am enabled to give my readers an insight of the important details of its management.

Before taking up this matter I wish to say a few words about the arrangement and equipment of their new mammoth home.

BUILDING AND EQUIPMENT.

Like so many others, the Bostwick-Braun Co. have for some time been operating in a building entirely inadequate to handle their fast growing business, and realizing the difficulty of increasing their trade under such adverse conditions they set about looking for a location for a modern building, large enough to take care of their wants for many years to come, and in this respect they were extremely successful, the result of their foresight and enterprise being to-day represented in one of the largest, most up-to-date and best equipped Hardware establishments of this country.



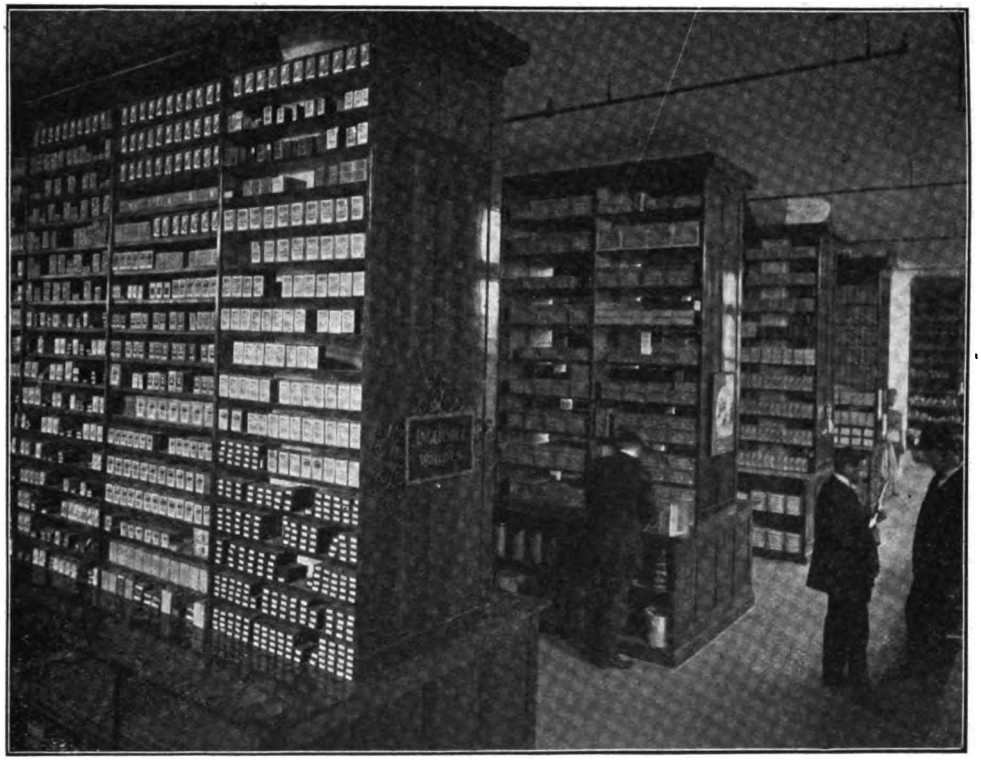
BUYING DEPARTMENT IN MAIN OFFICE.

Its location is most ideal. On one side flows the Maumee River, navigable for the largest lake steamers right to their doors, and on the opposite side is located the main retail street of the city. A concrete wharf has been con-

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structed alongside the building, where also enters a private spur-track accommodating eight freight cars under the very roof thereof. When to this combination of shipping facilities is added the fact that nearly all the railroad freight sheds are located within a radius of three blocks of the store, is it then to be wondered that the Bostwick-Braun Co. are able to give such excellent and prompt service?

The building itself is quite an attraction, being eight stories high, containing 330,000 square feet of floor space, and being constructed of reinforced concrete without a single floor beam, and adorned with beautiful large plate glass windows along the entire first floor.



CUTLERY AND SPORTING GOODS DEPARTMENT.

It is so well fireproofed with concrete floors and staircases enclosed with terra cotta fireproof walls, that the insurance rate is said to be the lowest in the State of Ohio. This new home is equipped with a sprinkler system and an artesian well, and has four freight and one passenger elevator, the former being located in the center of the building with openings two ways to facilitate loading and unloading without congestion on the landings. In addition to this there are two steel conveyor chutes for lowering goods from one floor to another.

In arranging the stock much consideration was given to the practical handling of all lines, and particularly to the filling of orders. For that reason all bulky goods, such as stepladders, wire netting, wooden and willow ware, etc., were placed on the two top floors, and no goods on these floors are gotten out by order clerks, the filling of orders being done by the floor stock men by means of transfer slips.

On the sixth floor of the building are located such goods as shovels, steel goods and numerous kindred lines, all of which are handled by the stock men on that floor. The filling of orders is done in a similar manner to the system used on the floors above.

The fourth and fifth floors contain open stock, which is stored in long uniform rows of shelving, occupying nearly the entire floor space, and all goods on these floors are gotten out by the order clerks who assemble the items in the packing room on the third floor.

In addition to the packing room there are also stored on the third floor such heavy goods as bolts, screws, rivets, etc., for the convenience of the order clerks, the idea being to concentrate as many heavy goods as possible on the packing room floor.

By this arrangement order clerks operate only on three floors in the building, whereas the orders on all the other floors are being filled by the floor squads through transfer slips.

The packing room is especially commodious, the aisles between the packing tables being 8 feet wide, so there is never any confusion or crowding. The packers have ample room

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in which to do their work and the order clerks are not in any way inconvenienced by narrow aisles such as I have noticed in many packing rooms. The goods are laid out on tables 4 feet wide, divided into sections, each one numbered to assist in quickly locating the orders.

A conveyor chute connects the packing room with the shipping floor carrying all packing cases to the latter place without the use of elevators, which system is both economical and time saving.

On the third floor is also found the cutlery and sporting goods room, as well as the main office, which will be described later on.

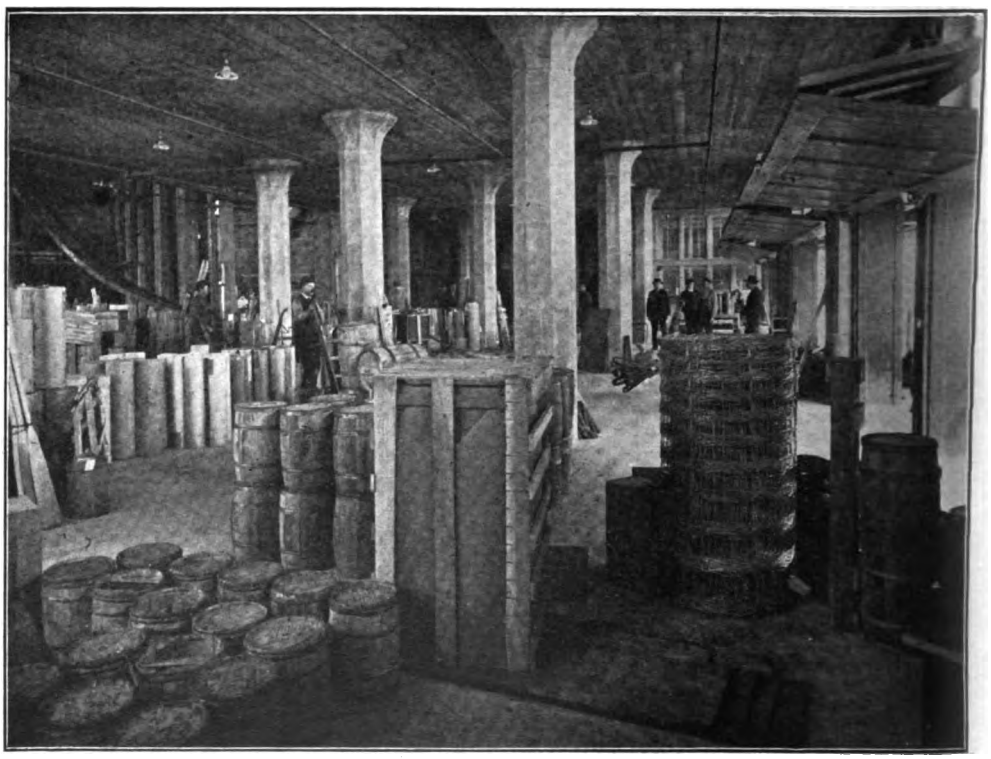
On the second floor, which does not extend over the whole building, a portion thereof being occupied by the iron department which runs through from first to third floor, are located the sample rooms, the most beautiful one being the builders' Hardware room, with its elaborate paneled walls, and provided with the most modern display cabinets made from special design. The furniture and rugs in this room are exquisite. The remainder of this floor is occupied by lunch and rest rooms for men and women employes, lavatories, printing and stationery rooms.

This firm has not lost sight of the comfort of its employes, having constructed a shower bath for their benefit, where they may take cooling and refreshing baths during the hot summer days. In addition to this, they also have a smoking room, where the men may enjoy themselves after the noon-day meals, which generally are taken in the lunch room on the same floor.

The dressing rooms are large and airy and each employe has his own steel locker to which he carries a key.

Another modern feature of this place is the ventilating plant, also located on the second floor, which circulates fresh air throughout the office.

On the first floor we find the shipping and receiving rooms and a very large iron department, the firm handling this latter commodity in considerable quantities, making a specialty of factory and railway supply business. The spur track runs along the entire length thereof, the whole side of which can be opened by means of a number of sliding doors, so that cars can be unloaded at any point along the track. On the outer side of the spur track is the steamer wharf, where most of the heavy freight shipments are received.



THE SHIPPING ROOM.

The cellar is utilized for the storage of nails, horseshoes, building paper and rope, an iron chute connecting it with the receiving department above.

Through these excellent receiving facilities only a short time is required for unloading a few carloads of nails, iron or any other goods

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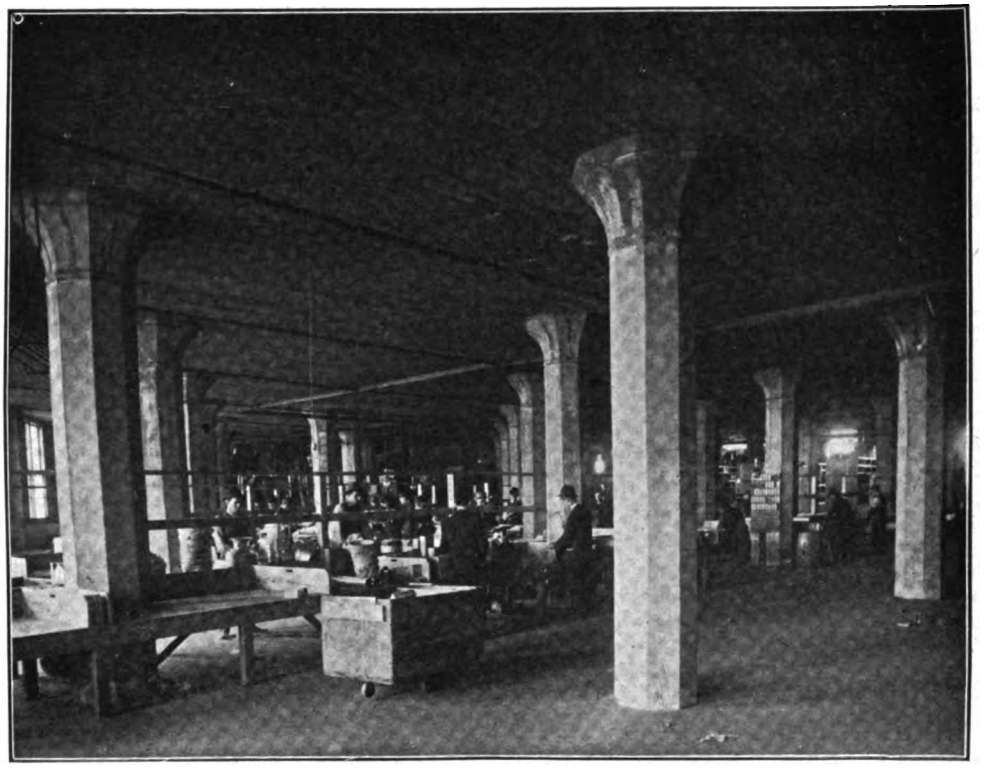
received in carload lots. Very few inbound goods are hauled by teams, as nearly all freight is delivered by either rail or water directly at the store.

The Bostwick-Braun Co. have given a great deal of attention to their shipping and receiving departments, and through their equipment and location they are able to materially reduce the usual current drayage expenses.

The main office is located on the third floor fronting an entire side of the building, and is reached from the street by means of a mosaic stairway and a passenger elevator.

The office arrangement, as reproduced on one of these pages, shows a large room, in which are located the desks of all officials, buyers, as well as sales and bookkeeping departments, with their clerical forces. There are no partitions except the one around the accounting department which resembles very much a miniature banking establishment. Every desk is provided with two telephones, there being two general exchanges in charge of separate operators. A complete house telephone system has been installed communicating with every department throughout the entire building. The office furniture is entirely new and uniform to the minutest detail, being made of quarter-sawed oak, all other fixtures corresponding. The light and ventilation is excellent, one whole side of the room being almost solid glass, so artificial light is seldom used. On the office floor are also located two fireproof vaults, one for the exclusive use of the accounting department, and the other for the buyers' records and general use.

A special feature of this floor is a good-sized, well-lighted room set aside for the travelers, where each traveling salesman has his private desk. This room is large enough to accommodate comfortably about fifty people, and is used as an assembly hall for general meetings, which are frequently held for the purpose of posting the salesmen as to the special features and quality of the goods that they are called upon to distribute through their respective territories. Next door to the assembly room is located the directors' room, which is artistically furnished with paneled walls of Circassian walnut, and mosaic inlaid floor. In this room frequently meetings are held for the discussion of important matters and for outlining the policies of the firm.



A SECTION OF THE PACKING ROOM.

OFFICE ROUTINE.

Experience teaches us that modern system and office machinery now do what it formerly took a large number of clerks to accomplish, and many labor-saving devices are taking the place of the old methods of invoicing, accounting and corresponding.

No one has realized this truth better than the Bostwick-Braun Co., who have availed

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themselves of every modern invention in this direction, such as a complete pneumatic tube system throughout the building, eliminating the old unreliable house messengers; the most up-to-date two-column adding machines doing correctly the work of several clerks in half the time, and some of the most wonderful calculating machines, which add, multiply and reduce discounts to net prices all in an instant. The latter machines are operated by the bill clerks, and it is marvelous to see the perfection attained by them in their work. The invoices are figured and extended so rapidly and without a single error that one can hardly realize how business can be conducted without them.

After figuring and footing the invoices come the ledger postings which are made the following morning and daily balances are carried on all ledgers, the exact status of each account being shown at a glance. The charges are posted from the order sheets and are not journalized, the proof sheets taking the place of journals.

By means of all this improved office machinery and a set of competent clerks one of the most up-to-date office routines is maintained, and the trial balances which are always struck off the first day of each month never fail to prove up.

Since the firm moved into its new building the confinement usually connected with bookkeeping work is hardly felt, the spacious room set aside for the accounting department being one of the lightest and pleasantest in the whole building.

One other notable feature about the main office is the abundance of space alloted to every department. The desks are not crowded together, there being plenty of room between all of them. The aisles are very spacious, giving a sort of privacy to each department without any railings or partitions between them.

In the lower end of the main office convenient to the buyers' department are located the files and catalogue cabinets containing the buyers' factory correspondence, and all manufacturers' catalogues and price lists, which are filed in dustproof cabinets with glass fronts, and are in charge of a lady clerk, who attends to the filing and proper arrangement of all documents intrusted to her care.

The main filing department is situated in the other end of the same room close to the sales and accounting departments, the general plan in the arrangement being to make it handy and convenient for each department to transact its business without unnecessary delay. This idea of separating the buying and selling department's correspondence is contrary to the custom of a great many houses, and there are no doubt arguments both for and against it. I think, however, it is time-saving, and as arranged in this particular case will work out to the greatest advantage to all departments.

ORDER ROUTINE.

The work in the order department begins at 6.30 a. m., standard time, which is equal to 7 o'clock the old sun time. As soon as the mail is opened the orders are numbered and registered on the official register, which contains information as to whether mail or salesmen's orders, time received and shipped, as well as the amounts of sales, which are later entered from the invoices.

The entering of the amount of sale is done to show that the order has been invoiced, and therefore acts as a safeguard against the possibility of filling it without a charge being made.

The numbering is done by an automatic machine, the first one or two figures indicating the month, the next two the date and the balance the serial number of the order.

The orders are then placed on the territorial sales manager's desks for their examination. All prices are here scrutinized and any mistakes made by salesmen in writing up the orders are corrected.

Articles not carried in stock are designated and the local buyer gets immediate action thereon, which enables him to have the outside buys in the packing room before the orders are ready to be packed.

From the buyer the orders travel to the clerks making out the transfer slips for the upper floors, and then they go to the packing room register clerk, who enters them on a duplicate or packing room register according to order numbers.

This latter register contains a full record of every order transaction from that time on until their completion. It gives the time when the order reached the packing room, name of order clerk, time when order was taken and returned by him, time when checked as well as packed and finally the exact shipping time. By means of this register it is an easy matter for the order superintendent to follow and locate an order in course of completion, and a detailed report of all unfilled orders is submitted to him every night. After the orders are registered they pass through the usual routine of being filled, checked and packed when they are ready for the pricers, who in this house are not ordinary price clerks with little or no knowledge of the peculiarities of the trade, but the pricing is done by the territorial managers themselves who are personally acquainted with practically every dealer in their territories and are, therefore, much better qualified for this work. This system is now used in several of the leading houses throughout the country. I have, however, seen some houses where the sales managers do not even see the orders until they have been filled, shipped and invoiced, which system reminds me of the old story of locking the barn after the horse is stolen.

The old way of entering shipping items in the margins of the order sheets and afterward recopying them on the shipping bills has been discarded, and a new system of using the

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transfer slips as shipping bills has been inaugurated. There are many advantages with this system, the principal ones being that it does away with one copying and thus lessens the chances for errors, and that the records become more complete, thereby assisting the shipping department very materially.

BUYING AS AN ART.

The Bostwick-Braun Co. has divided its buying department into several divisions, headed by competent and experienced buyers, who have their desks along the main aisle in the general office.

Each buyer has an office assistant, a stenographer and a stock taker, whose duty is to render monthly stock reports of every line in his department.

No buying is done by guessing at the quantities to be ordered, or by having some stock man make up the order, which is done in several places. The amount of every article to be purchased is carefully weighed and compared with the sales and purchases of the corresponding period of past years, a record of the sales and purchases for several years being kept on every stock sheet.

To my great surprise I have seen some good-sized concerns lacking very much in this respect, preferring to take chances of overstocking themselves, or of not buying sufficient quantities to enable them to take care of their customers' demands, thus forcing the latter to open accounts with competitive houses where they may get their wants supplied. This may lead to the permanent loss of a customer in all lines, or at the very best to a temporary one in the lines which they are unable to fill.

On asking "Why not adopt stockkeeping systems?" the replies have generally been that the expense of keeping up such records would be too high, and that they could tell fairly well without them what they would require for a season's stock.

You can readily see how short-sighted such an argument is. The profit on lost sales, the interest on overstocks, and the bad investment in unsalable goods would pay many times over for the additional expense of keeping the necessary stock records, not to speak of the moral satisfaction of being up-to-date and of having a reputation of running a modern establishment.

HOW INVOICES ARE CHECKED.

No invoices or even packing lists are allowed to get into the hands of the stock men when checking in factory shipments, as it is too easy for a clerk to simply verify the invoices or packing lists without taking the trouble to see that all items are in.

It may be interesting to see how invoices are handled by the Bostwick-Braun Co., and we will, therefore, go somewhat into details.

The traffic manager sends a copy of the bill of lading to the receiving clerk and a duplicate thereof to the stock man on the floor to which the goods will be assigned. The former receives and checks in the shipments and distributes them throughout the house, sending each line of goods to its proper floor. The floor man, after having checked in the consignment on his floor, makes up a list of the contents or items, which afterward is sent to the department buyer to be checked against the invoice. If the list is correct it is sent back O. K.'d and the goods may then be put in the shelves, but if incorrect a recount is demanded. Strict orders are issued that no goods can be put in the bins or shelves before the packing lists are O. K.'d by the buyers.

This system works out very well, and it is without question the most correct and safest way of checking invoices. Another good feature is that the buyers will always know when the goods arrive which enables them to examine an article if they so desire. From experience in other houses I believe that this system will appeal to a great many department buyers.

The success and productiveness of all business houses depend very largely upon the personal make-up of the governing minds; therefore, when you see an institution making rapid strides toward prosperity and success, you may look for a broad-minded leader, always open for new ideas and improvements, generally supported by an equally bright and liberal-minded corps of assistants. If you go a little further you will also find live and intelligent men in charge of every department, because the wise manager carefully selects his subordinates. Any firm organized on such a basis cannot help succeeding.

The Salesmen's Requirement

At a recent meeting of Hardwaremen—beg pardon, ironmongers—in Croydon, England, Mr. Horace Truss, of the Yale & Towne Mfg. Co., delivered an address on "Salesmanship."

Mr. Truss used as his text the statement that "It is quite possible for a man to be a walking encyclopedia so far as technical knowledge is concerned, but at the same time totally unable to please a customer in his method of carrying through the sale of a pennyworth of tacks.

"There are some retailers," the speaker continued, "who feel that having stocked their shop with goods there is nothing more to do but to sit down and wait for customers. That type of man reminds me of the Cape Cod storekeeper who was asked if he kept candles. 'No,' said he, 'I used to keep them, but a lot of them city folk who spend the summer here got to coming down to the store so much after them that it grew to be a big bother to me, and so I don't keep candles any more.'"

The ingredients for composing a salesman were faithfulness, industry, the power of speech, tact, knowledge of human nature and good common sense, seasoned with a compre-

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hensive acquaintance with the goods to be sold. It had been said by some one that "any fool could sell a customer what he wanted, but it took a salesman to sell him something he did not want." The best kind of salesman, however, was the man who found out exactly what the customer needed, and supplied him with it. It was fatal to resort to misrepresentations, and in the long run that oversmartness which consisted in persuading people to buy what they really had no use for was not to be commended. A customer, once deceived by a salesman, might never enter the same shop again. In conclusion, Mr. Truss said that he thought he could not do better than focus his various points in the form of a Hardware salesman's creed, which might run thus:

"I believe in the goods I am selling and in my ability to get results.

"I believe that honest goods can be sold to honest men by honest methods.

"I believe in working, not waiting; in laughing, not weeping.

"I believe that a man gets what he goes after and that no man is down until he has lost all faith in himself.

"I believe in to-day and in the work I am doing; in to-morrow and the work I hope to do, and in the sure reward which the future holds.

"I believe in courtesy, in generosity, in good cheer, in kindness, in friendship and in honest competition."

Howling Disciple of Hard Times

A New York man was standing by the desk of a hotel in a large New England town when a Hardware traveling salesman entered and registered.

"Glad to see you, Bob," said the clerk. "How's business?"

"Rotten! The worst ever," was the response. "Nothing doing; nothing at all doing. Give me a room."

The clerk placed a number opposite the name.

"No you don't," said the traveler. "None of your little cheap rooms, for me. I want a good one, on the front, with a bath."

"I gave you this," said the clerk, as he hastily substituted another figure, "because I thought that if the country was down at the heel, you would need to economize. You gave me a blue chill down by back by your remarks, and I thought you would like saving some money on expenses."

"Save nothing!" snorted the traveler. "Things haven't got down that far yet. You bet I'm making money, and so is the house. But not rolling in wealth as we did last year. Business is big yet, but not as good as it was when everybody was piling all over everybody else, to buy goods. Give me the key."

The New York man, who is an optimist by nature and a daily dispenser of sunshine, took occasion during the after-dinner smoke in the lobby, to get into conversation with this commercial traveler. As an opening, he asked him: "What is your purpose in leaving behind you a black trail of ruin wherever you go?"

"What! Just repeat that, please."

"I meant to ask you," said the sunshine man, "what your purpose was in diffusing disaster wherever you go; in making people believe that there is nothing doing, and thereby persuading them to do nothing!

"A few minutes ago," the speaker continued, "I overheard you telling a friend of a call you made on a house that buys your line of goods. I heard you say that you had urged the buyer to give you an order as a lift, as you had not made a sale in two days."

"Well, suppose I did?" retorted the traveling man.

"Don't you see the folly of such a course?" asked the man from New York. "You go in and tell a buyer that no one else is buying, and what is his conclusion? Simply that there is no demand for goods, and that he is safer with his money in the bank, than with the goods on his shelf. Did the man of whom you made your appeal give you an order?"

"He did not. Said that he did not need the goods."

"Of course not. In your statement as to a lack of orders you killed all possible chance you might have had of a sale. When you left, that merchant no doubt canceled an order or two, told his clerks to push all the goods on hand, instead of asking him to order new ones, and put the screws tighter on his collections. It is fellows like you who make hard times, and you have no excuse for it on your own confession."

Is the Hardwareman On?

The hold that the automobile has taken on the American people is vouched for somewhat by the following fact. Over a much-traveled highway in Westchester County, to the north of New York City, five machines to the minute were the average of a busy half hour of a recent Sunday morning. Many of them going much faster than the law allows.

A saner and more generous attitude toward the automobile is assumed by the public of New York to-day than was the case a-year and a half ago. The attacks upon the occupants of such machines, the throwing of stones and hootings and other marks of hate or derision, have so decreased that an incident of this sort is only occasionally recorded.

There does not seem to be any street of the city through which an automobile may not safely pass, unless it runs over some one.

These facts, and others that may be cited, again suggest the question: Is the Hardwareman getting hold of automobile accessories and supplies, or is he allowing that great trade of the present, and the greater trade of the future, to drift into other channels?

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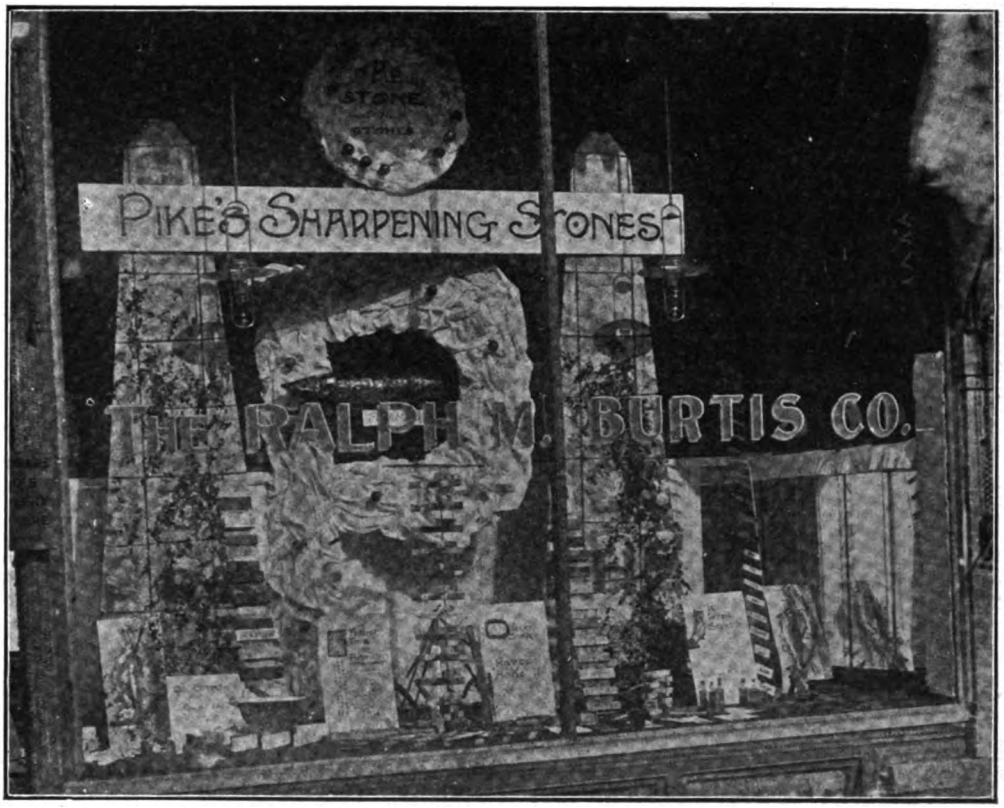
Display of Sharpening Stones

The Ralph Burtis Co., Oshkosh, Wis., in the window display which they made of the goods of the Pike Mfg. Co., Pike, N. H., showed considerable skill. That a considerable amount of work was done in arranging this display is evidenced by the following description:

These stones being so very small—some as small as a slate pencil—makes it very difficult to show them off to the best advantage. To show the various shapes and sizes the stones were glued on to strips of plate glass 6 inches wide and 5½ feet long, each grade of stone being grouped. These pieces of glass were placed in different parts of the window. Five grades of stones were shown, and in each group was shown a few tools and pieces of cutlery which could be sharpened by the accompanying group of stones. Besides the stones on the glasses, the base of the window was arranged with different sizes and kinds of sharpening stones, displayed in various shapes. There was also a display of the stone oil.

The background of the window consisted of two upright pieces 9 feet high, done in the various shades of gray paint, to represent stone posts. At the base of these were fastened vines and creepers in abundance, which were trained up to nearly the top of the pillars, giving them a very natural appearance. The crosspiece, containing the lettering "Pike's Sharpening Stones," was a board of 12 inches wide and 12 feet long, painted white, and lettered in black and gray. The circle resting on the top of this board was 36 inches in diameter, and was covered with shirred white cheese cloth over puffed orange cambric, giving it a very soft red-yellow effect. This circle was studded with twelve blue 8-c.p. incandescent lamps, and in the center of the circle were the words, "The Stone of Stones." The large letter "P" between the posts was covered the same as the circle, and also studded with lights. Through the loop of the "P" was a large muskalonge 48 inches long. This letter "P" and muskalonge together represented the trade mark of the Pike Mfg. Co. A card bearing the words "Trade Mark" was suspended under the fish.

From the ceiling hung a series of five drops about 12 inches apart. The drops were painted to represent Virginia creepers. The vines and leaves were cut out and mounted on black tarlatan, which is invisible at a very short distance. This gave the vines the appearance of growing at the ceiling and winding gracefully down 4 or 5 feet. The reflection cast by the building across the street makes it impos-



ATTRACTIVE WINDOW DISPLAY OF SHARPENING STONES, BY RALPH M. BURTIS CO., OSHKOSH, WIS.

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sible to show these drops in the picture.

The cards used in this display were 14x22 inches, and each card set forth the uses and advantages of each group of stones shown in the following legends:

"Oil Stones, Coarse Stones, adapted for ordinary shop and woodworking tools where fast cutting is required."

"Oil Stones, Medium, adapted for carpenters. Will make a quick cutting edge."

"Every Shaver should own a Razor Hone. Come in and get our prices."

"Father Time is telling you Pike's Scythestones are best for scythes, sickles, lawn mowers, kitchen knives and all farm and household tools. We sell them."

"It Won't Scratch. Pike's Fine Oilstones won't scratch the finest wood or metal working tools. All shapes, all sizes, all prices."

There were also two pictures, 14x22 inches, lithographed and embossed, of handsome strings of pike. These were placed one at each end of the window, and one was reflected in the 4-foot mirror at the inside end of the window.

The whole window was devoted to the display of stones and specialties, and presented a very attractive appearance, and also materially increased the sale of these goods. It so happened that there were two large conventions held in our city at the same time the window was thus trimmed, and it was commented upon and admired by hundreds of outside people.

One Way to Handle an Account

The best accounts on the books are those which have been nursed along by extending advice in the amount and method of purchases. Every creditman has multitudes of cases of customers who have been brought around to a systematic basis of living, buying and bill-paying through his paternalistic advice. And nearly always good financial habits, and all-around improvement on the part of the customer have followed a heart-to-heart talk with the creditman.

We had a young married man and his wife on our books, who caused us a good deal of uneasiness at times. Their purchasing was very erratic; perhaps a month or two would go by when their purchases would be small, and then there would be a month when they would buy way over the limit. When we sent our bill in under these circumstances, they would become frightened, and take the whole of the next month and the month after to pay up; keep down their buying correspondingly, then start in conservatively and gradually increase until they were buying too large again.

I watched the account fluctuate, but did not say anything to them for a long time, until one day it reached a point where it looked dangerous, and was still growing. I let it run, however, to the end of the month, and sent in the bill as usual.

Thirty days rolled by and we received no money. We sent the "bill rendered" with a polite note asking for payment. After due course of time we put the account in the hands of our collector, who called on the young couple.

He found that they were in great distress, for the young man had lost his job, through no fault of his, and his wife having been sick they had fallen far behind in all their accounts and owed everybody, from the rent man to the butcher. It was one of those situations that appeal to the soul of any man—and our collectors all have souls. (I think that sympathetic strain in the collector is about as necessary to his success as a drastic temperament, which is usually associated with the collection service.)

"I should like to see Mr. —— himself," our collector said to the young man's wife.

"He will be home this evening," she replied.

The collector hesitated, then—"Now, Mrs. ——, we don't want to push you at all. We want to help you; we think a good deal of you, and in the thirty years I have been a collection man I have seen many a case like yours, where everything was pulled out all right. I believe that husband of yours is just the right sort, and all he needs is a chance."

The poor woman looked at the collector and burst into tears.

"That is the first kind word we have received since we moved into this large city, for we have kept our troubles to ourselves, and haven't told even our relatives or friends."

Our collector's sympathy won her over. That night she and her husband had a talk, and the next day the collector found him at home. A hearty handshake made the poor fellow feel that he had a real friend, and they went into the parlor and talked things over. The collector found that the young man was bright and capable, but, out of a job and lacking references, he had been very unsuccessful in seeking a new place and lost hope. "I know just exactly the job that you could fill," our collector said after he had heard the story. "I know the people well, and I am going to take you down there to-morrow and introduce you."

He took the young man down to a big concern, introduced him to the general manager, and our customer went to work.

And he stayed our customer. For from that start he went on to success. It was not long before he began to pay us. We let him buy right along; we made him feel that his credit was just as good as ever. We knew it was better, from the point of view of both his desire and his ability to pay.

No matter what you are advertising, write the ad. with the women in mind. Ninety-nine times in a hundred the woman controls the household spending. She is the power behind the pocketbook.

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Display of Sharpening Stones

One of the contestants in the window display competition inaugurated some time since by the Pike Mfg. Co., Pike, N. H., was the Murphy-Maclay Hardware Co., Great Falls, Mont., as shown in the accompanying illustration. The background is a double affair, the ornamental part being set 18 inches in front of the extreme back. On this were placed eight electric lights with green globes; there were also three lights on cornice or upper portion of the background. The colors used were pale blue on extreme background and gold and green on the ornamental section. Referring to the ornamental trade mark, the circular sign was cut out of lumber and set 16 inches in front of extreme back and lettered in conformity to the Indian trade mark. In this sign was placed a tiger made of plaster of paris, whose left front paw rested on a pile of oil stones; there were also some India stones resting on this paw. The eyes of the tiger were of glass and were illuminated from the inside with an intermittent electric light connected to a flasher. Surrounding the tiger were placed artificial grass, leaves, etc., to give it a jungle appearance. The stones displayed in the foreground were principally India, and



DISPLAY OF SHARPENING STONES BY MURPHY-MACLAY HARDWARE CO., GREAT FALLS, MONT.

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are on an inclined plane or base to bring the goods in the rear into better view. The display was very handsome, the colors, obviously, not being shown in the photo, and the beauty is therefore lost in the reproduction. It attracted not only the mechanics, but a large number of Montana's "fair sex," and also increased the trade in these goods.

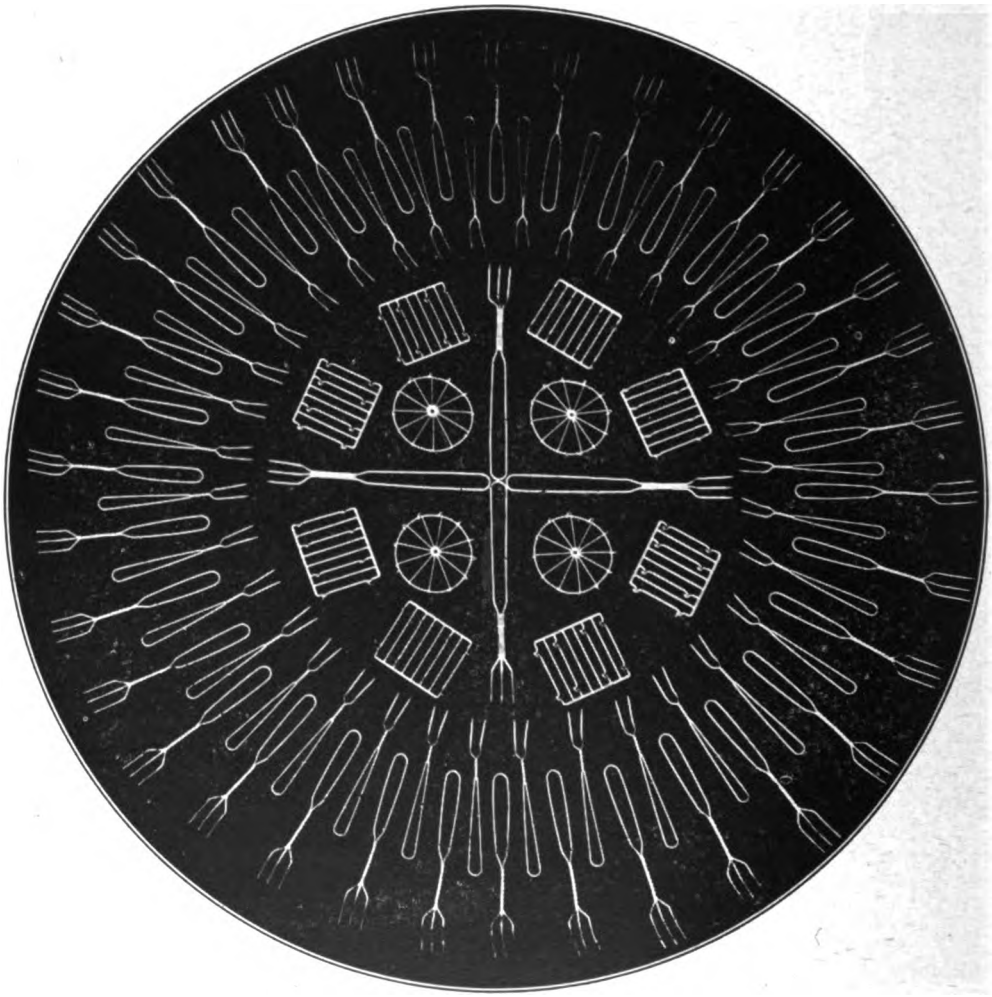
Where Shall the Credit Line be Drawn?

To the Editor:

The question of credit or no credit has been particularly an interesting one to us. We would prefer the cash system, but we consider it practically impossible for us. A large proportion of our trade comes from summer cottagers. There are over one hundred summer cottages here and a good share of this trade comes to us through the orders of their servants, and we render our bill the first of each month; they are all as good as cash in hand. If we give any credit, we feel that we must extend it to all, unless we know of some who will not pay. If servants come to us with orders, and take away goods for their employers, for which they know we are extending credit, how are we to refuse the employe if he or she asks for credit? We lose nothing by giving the cottagers credit, but do lose some by giving credit to their servants, and also on some of our permanent inhabitants.

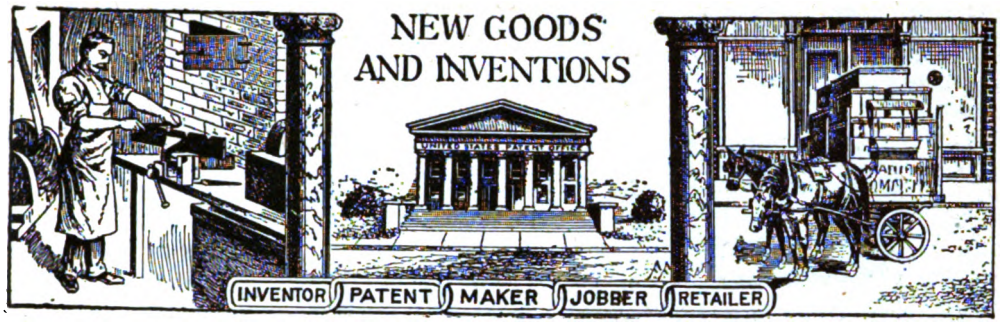
J. H. ESTES & SON.

[EDITOR'S NOTE.—If we were giving or refusing the credit to the servants mentioned, we would take a position as follows: When the servant, male or female, asked for credit, we would ask if they could give us their employers as reference. In a majority of cases we believe if the reference were satisfactory the subsequent loss would be small, if any. If there were an unwillingness to give reference, we should cut the line short. The employers would not be apt to change their place of trading on the whim of a servant, unless the latter gave an excellent reason. In case such trade was lost, a personal call from some one at the store might right matters.]



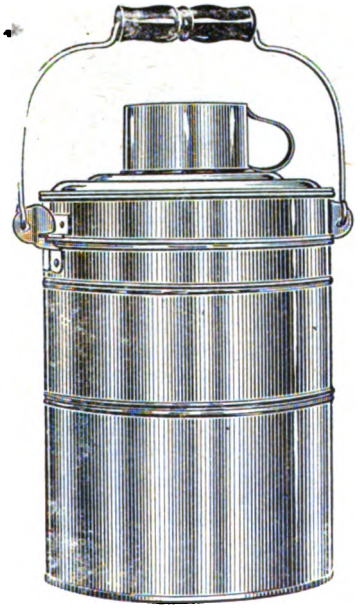
AN EYE-CATCHER DISPLAY OF WIRE GOODS BY WIRE GOODS CO. . . .

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"Kahn" Fireless Cooker Dinner Pail

Kahn Fireless Cooker Co., 35 Congress street, Boston, Mass., are offering the trade the "Kahn" Fireless Cooker Dinner Pail, illustrated. In size and appearance it is not unlike the ordinary dinner pail, save that it is larger. First, and insulated from the heat of the Pail is a receptacle for all cold food, such as bread and butter, pie, doughnuts, etc. Then, in the body of the Pail is a canister for the steaming hot coffee or tea, while beneath, and separated from each other, are the triple facilities for boiling, steaming



"Kahn" Fireless Cooker Dinner Pail.

and roasting, so that the owner may dine upon a boiled dinner, Irish stew, pot roast, baked beans, with steamed food and vegetables of every kind, together with hot tea or coffee.



Coffee Receptacle.



Perforated Rest

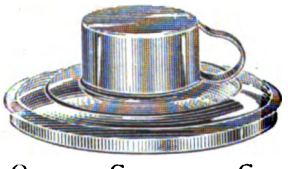
The insulation between the hot and cold compartments is said to be perfect.

The parts comprising the Pail are as follows: Outside cover with drinking cup on top, heating compartment or kettle, felt-lined cover and cold food compartment, coffee receptacle and cover for heating compartment, perforated rest, casserole and cover and the

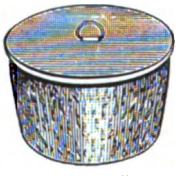


Heating Compartment or Kettle.

cooker. In using a two-quart Pail the food is first put on the fire, of any kind, coal stove, gas range, oil stove or alcohol lamp or stove, for a few minutes to get thoroughly heated. Then it is quickly placed in the Cooker and sealed down, and though the food is practically raw when placed into the receptacle, with nothing but the initial heating through



Outside Cover.



Casserole and Cover.

to give it a start, the cooking will proceed by uniform methods, and when the noon hour arrives the food will be perfectly cooked. For the laboring man this initial heating or preparation can be done while he is eating his breakfast. The food may be left in the Fireless Cooker Pail as long as desired after it is fully cooked without becoming overdone. Roast meats, if left long after they are done,

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will take on the darker color of well done meats, but they will retain all their juices, flavors and heat for many hours after they are fully cooked. The perforated rest is placed in the kettle, with hot water under-

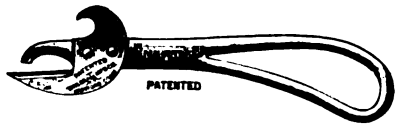


COVER AND COLD FOOD COMPARTMENT.

neath, then on the rest is placed the caserole and cover and then above this can be put other food and then the kettle is placed in the cooker. Hot food is provided for the workman or other person, thoroughly cooked. At the same time there is a saving in time and fuel in the preparatin.

"Nifty" Can and Bottle Opener

The Taylor Mfg. Co., Hartford, Conn., are placing on the market the "Nifty" Can and Bottle Opener, illustrated. It has a jet black enameled handle with a highly polished nickel plated hardened steel blade. The prin-



"NIFTY" CAN AND BOTTLE OPENER.

cipal patented feature of their line of Can and Bottle Openers is the hook for removing tin caps from bottles.

"Starrett's" Magazine Screw Driver

The L. S. Starrett Co., Athol, Mass., are offering the trade "Starrett's" Patent Magazine Screw Driver, No. 557, illustrated. It has four blades of different widths, any of which may quickly be taken from the telescope handle and inserted in the end, where it is automatically locked and firmly held for use. Any or all of the blades are carried in the handle, where by a spring pressure they are held from rattling when carried in the pocket, or from being lost when the cap is off. While the cap may be readily pulled off or put on, it is rigidly held from turning and frictionally held from coming off, with no screws to bind or bother. The smaller blades may be used to make holes in wood for screws as well as to drive them home.

"Ormond" Automobile Clock

The New Haven Clock Co., New Haven, Conn., are placing on the market the "Ormond" Eight-Day Automobile Clock, illustrated. This Clock, designed for motor car and motor boat use, has a heavy polished brass offset case, 4½ inches in diameter, and is dust and water proof. The dial, which is 2¾ inches in diameter, is of porcelain with black Arabic figures. The winding, setting and regulating is all done from the outside, making it unnecessary to remove the mechanism from the case. The body of Clock locks onto the back flange, enabling user to attach flange permanently to dashboard and yet be able to unlock his Clock and carry it to a place of safety. It runs eight days with one winding. The company's patents cover a "Time Recording" device. The bezel is fitted to turn friction tight on the case, and a red pointer is painted on the glass to enable the user to set pointer at hour of starting on a run. At end of run he can readily see the time elapsed.

"ORMOND" AUTOMOBILE CLOCK.



"STARRETT'S" PATENT MAGAZINE SCREW DRIVER, No. 557.

Ellis-Chalmers Co., 100 William street, New York, have issued a handsome booklet devoted to "Phenoid," the original paint and varnish remover. The book gives the many uses to which "Phenoid" can be put.

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"Boss" Landing Net

The Boss Net Co., 147 Clinton street, Chicago, Ill., are placing on the market the "Boss" Landing Net, illustrated. The manufacturers state that it is the only Landing Net on the market which can be folded and placed in the tackle box when not in use. It is made entirely of brass, nicely plated. The rim when ready for use is 12 inches in diameter, with a

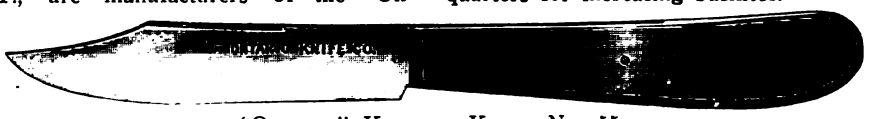


"BOSS" LANDING NET.

net 20 inches deep. When closed, it measures only 4 inches in diameter, with the net folded around the circle. The rim is made of flat spring brass, attached to the handle by means of a lock nut, and is drawn down to a small 4-inch circle similar in appearance to a clock spring by turning the handle. Unscrewing the handle releases the tension and allows the spring to spread to the desired circle.

"Ontario" Kitchen Knife

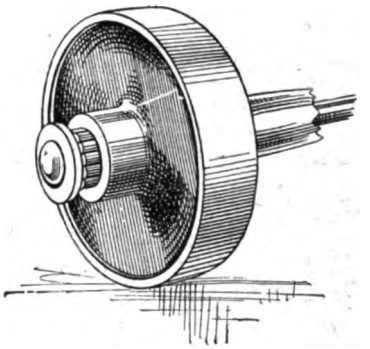
The Ontario Knife Co., Franklinville, N. Y., are manufacturers of the "Ontario" Kitchen Knife, No. 55, illustrated. It has a boxwood handle, brass rivets, and a swaged blade 3 inches long. The concern make a very extensive line of Butcher, Kitchen, Canning, Sticking, Skinning, Boning, Bread, Shoe and Corn Knives, French Cook Knives, and also Table Cutlery. They sell to the wholesale trade only. All shipments are made with a positive guarantee that the goods will be satisfactory to the purchaser in every respect or they are returned at the maker's expense.



"ONTARIO" KITCHEN KNIFE NO. 55.

"Easy" Roller Bearing Skate Wheel

Economy Mfg. Co., 508 Commerce street, Philadelphia, Pa., are placing on the market the "Easy" Roller Bearing Skate Wheel, illustrated. This Wheel can be attached to any make of plain bearing skates and the effect of the high-priced ball-bearing skates may be had at a minimum price. The wheel is cast iron



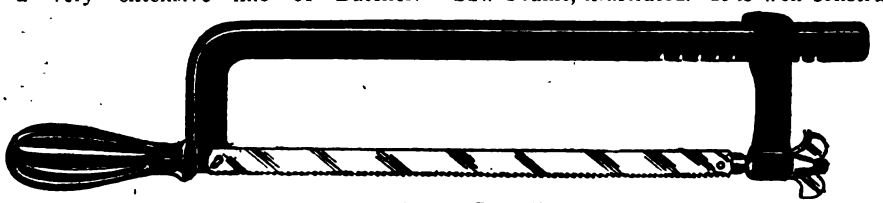
"EASY" ROLLER BEARING SKATE WHEEL.

and the bearings are fitted true. They are easily slipped on in place of another wheel and require no skill in attaching. The manufacturers state that with a stock of these Wheels on hand dealers need keep only the plain bearing roller skates in stock.

Hawkes-Jackson Co., makers of the "Solidhed" Thumb Tacks, have removed to 38 Murray street, New York, where they have larger quarters for increasing business.

Adjustable Hack Saw Frame

Central Hardware Co., Philadelphia, Pa., are offering the trade the Adjustable Hack Saw Frame, illustrated. It is well constructed,



ADJUSTABLE HACK SAW FRAME.

will take blades from 8 to 11 inches and face the blades in four different directions. The pins are fastened in frame and will not fall out.

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The Corbin Screw Co., New Britain, Conn., in their catalogue present lines of Iron and Brass Wood and Machine Screws, special Screws of every description; Stove, Tire, Sink and Machine Bolts, etc. Discount sheet No. 5 applies to this catalogue. They also issue a special catalogue of the "Corbin" Duplex Coaster Brake.

"Diamond Edge" Shears and Scissors Case

Norvell-Shapleigh Hardware Co., St. Louis, Mo., have brought out a number of "Diamond Edge" Shear and Scissors Cases, illustrated. "A" Case, Fig. 1, contains two sets



FIG. 1.—"DIAMOND EDGE" "A" CASE.

of upper arms for displaying scissors, and two sets of lower arms for displaying shears. Over 18 dozen scissors and shears can be displayed.

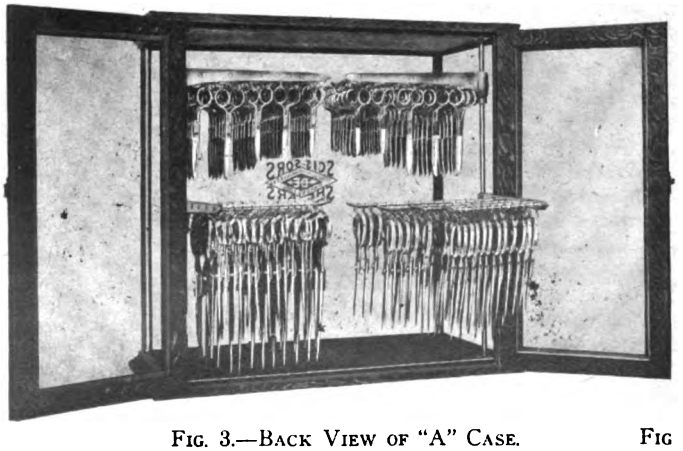


FIG. 3.—BACK VIEW OF "A" CASE.

It is 25 inches wide, 24 inches high and 13 inches deep. Arms and brackets are full nickel-plated.

The "C" Case, Fig. 2, will accommodate 12 dozen scissors and shears, and 5 dozen razor strops. The bottom contains a large compartment in which there are bins for 42 patterns of pocket knives and 12 patterns of razors. In the top of these bins are plush lids with partitions for displaying the same number of items. It is 36 inches high, 26½ inches wide and 20½ inches deep.

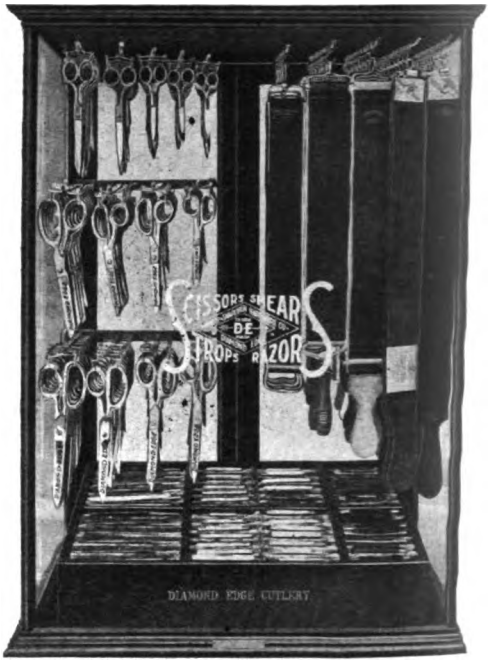


FIG. 2.—"DIAMOND EDGE" "C" CASE.

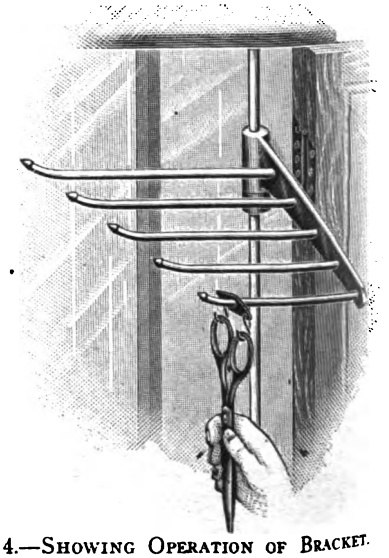


FIG 4.—SHOWING OPERATION OF BRACKET.

Fig. 3 shows the back view of the "A" Case. Both doors are open and the two lower brackets are swung out, so that the shears can be removed.

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Fig. 4 illustrates how the bracket of the Case is operated. It shows the way it swings out and the convenient method of hanging or replacing shears.

The "A" Case is made for displaying scissors and shears only. The "C" Case is a combination, in which scissors, shears, razor strops and all kinds of cutlery can be displayed. The patent, owned by this company, is on the brackets and the method of hanging articles to be displayed. These brackets are hung on a vertical rod. The brackets are adjustable, so that they can be put up or down to display any length shear. They swing on this rod, so that by opening the back doors, the brackets swing entirely clear of the Case and any shear can be taken from the hook without inconvenience. The company give these Cases to "Diamond Edge" customers; they are not sold.

Kahn Fireless Cooker Co., 35 Congress street, Boston, Mass., have issued a book of instructions for using the triple method "Kahn" Fireless Cooker. The book also contains a large number of recipes for cooking all sorts of food. Boiling, stewing, roasting or dry cooking, steam cooking and cooking en casserole can all be done in the same Cooker.

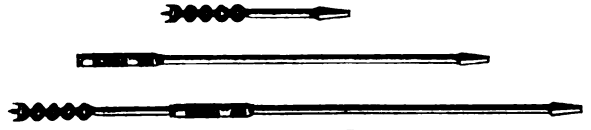
Excelsior Supply Co., 233 Randolph street, Chicago, Ill., in their latest catalogue have a publication of 300 pages. It contains everything for bicycle and automobile builders and dealers. There are three departments, each printed on a different colored paper, so that one can very readily turn to the department desired. The book will be found very useful by dealers in the articles mentioned.



"STANLEY" EXTENSION BIT HOLDER.

"Stanley" Extension Bit Holder

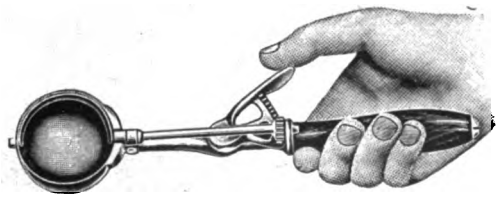
The Stanley Rule & Level Co., New Britain, Conn., with New York branch at 107 Chambers street, are makers of the "Stanley" Extension Bit Holder, illustrated. When used in connection with a brace this Holder will extend the bit so as to enable the user to bore through walls, floors, etc., where the ordinary bit will not reach. The sleeve is put on in such a manner that it cannot be taken off or lost. The jaws and shank are made of one piece of steel, and the Holder is so designed for a bit shank that the bit or drill will not be released when boring. Any length or combination will follow up a ⅝-inch bit, and it is impossible for the bit to become loose when in use. The sizes supplied are 12, 16, 18, 20, 24 and 30 inches.



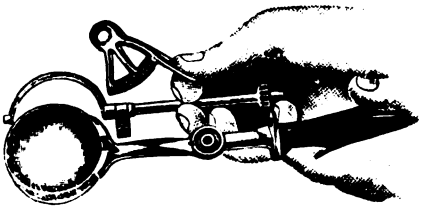
BIT, HOLDER AND IN COMBINATION.

"Gilchrist" Automatic Cream Disher

Gilchrist Co., Newark, N. J., are offering the trade "Gilchrist's" Automatic Cream Disher, illustrated. It is provided with a thumb piece which is pressed to rotate the scraper. All working parts are located far away from the bowl, and there are no hollows or projections near the bowl to gather and hold the cream. All parts are interchangeable. The pieces are simply lifted apart in an instant, and as easily put together. No tools are needed. It is made of bronze metal, handsomely polished and nickel plated. The bowl and scraper are made of German silver. There are no aluminum parts to turn black and to disintegrate through the effect of acids in the cream. The disher is made in six sizes, 6, 8, 10, 12, 16, and 20 to the quart.



"GILCHRIST'S" AUTOMATIC CREAM DISHER.



CLEANER SEPARATED FOR CLEANING.

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"Marlin" Model 24 Repeating Shotgun

The Marlin Firearms Co., New Haven, Conn., are placing on the market the "Marlin" Model 24 12-gauge Repeating Shotgun, illustrated. This new model will be furnished in grades B, C and D. These Guns have all the advantages of the Model 24 grade A, including the double extractors, automatic hangfire safety lock and the new take-down construction which allows taking the gun apart in ten seconds. The grade B has special smokeless steel barrel like grade C, a selected quality black walnut stock and forearm, nicely

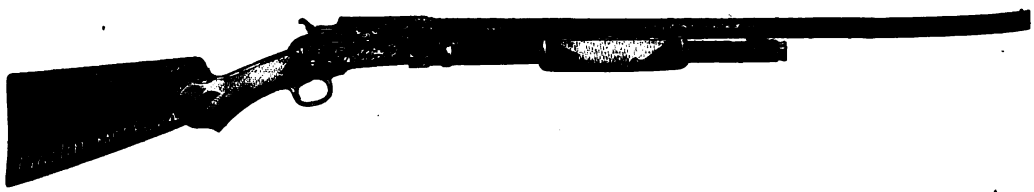


TRADE-MARK.

checked. Otherwise it is plain finished throughout like grade A. It is intended for the man who wants every advantage of material and workmanship without expensive ornamentation.

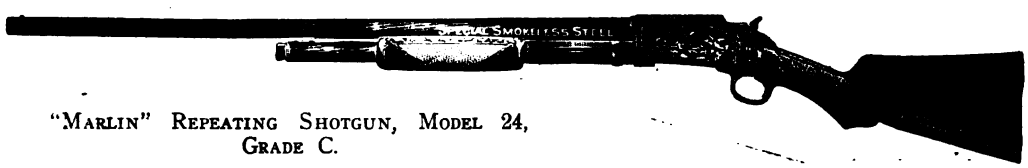
The grade C is made with special smokeless steel barrel, with a selected, fancy figured stock and forearm, unusually well finished. The frame is attractively engraved and the stock and forearm finely checked—all hand work.

The grade D is a fine example of the gun-



"MARLIN" MODEL 24 REPEATING SHOTGUN, GRADE D.

maker's art. It has imported Circassian walnut stock, specially selected for figure and color, oil filled by the London process, which gives a rich, dull surface, brings out all the beauty of the wood and does not show scratches like the highly polished wood. The trigger and all screws in the action are of

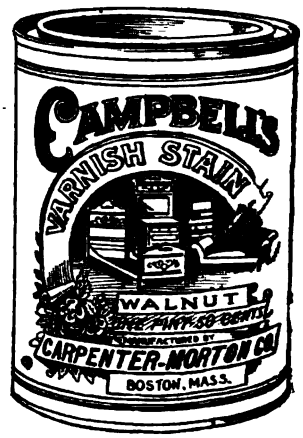


"MARLIN" REPEATING SHOTGUN, MODEL 24, GRADE C.

tool steel, heavily gold plated. The elaborate engraving and check are the highest type of hand work by experts of long experience. The barrel is of imported Damascus steel.

"Campbell's" Varnish Stains

Carpenter-Morton Co., 77 Sudbury street, Boston, Mass., are offering the trade "Campbell's" Varnish Stains. These Stains restain and varnish in one operation furniture, floors and interior woodwork, in imitation of



"CAMPBELL'S" VARNISH STAINS.

natural wood. Among the meritorious points are the method by which the stain and color is combined, there being no settling of the color in the varnish and no pigment to obscure the grain of the wood. Under the brush the Stain works extra free on account of high quality varnish used. It possesses excellent drying qualities and does not soften up or become tacky. The Stain dries hard with a durable gloss and can be rubbed and polished if desired. It will stand hot or cold water and will not rub or turn white. It is suitable for the bathroom, refrigerator, linoleums and all interior woodwork about the house. It is supplied in twelve shades or colors. The concern get out an attractive line of advertising for the dealers and they also do special newspaper advertising in a local way.

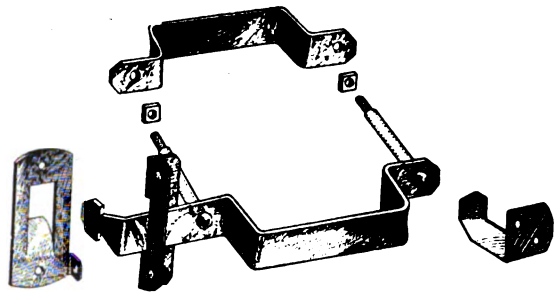
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"Wagner" Barn Door Latch

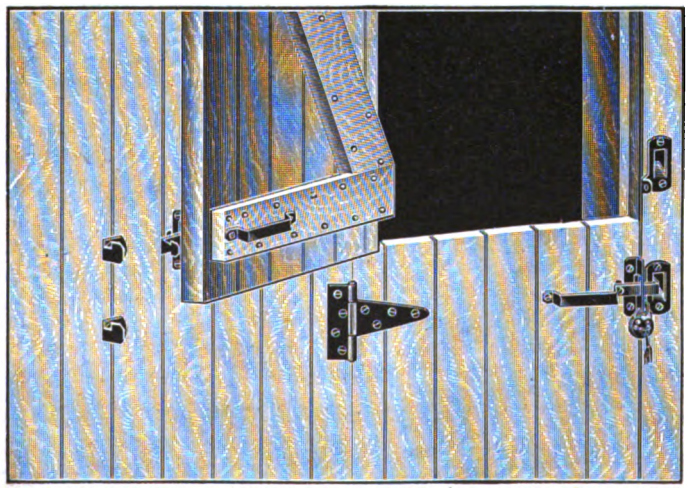
Wagner Mfg. Co., Cedar Falls, Ia., are offering the trade the "Wagner" No. 55 Barn Door Latch, illustrated. It is gravity catching with locking device and holds the door either open or closed. It is made of steel, japanned. The new latch is fitted with a locking plate so that the door can be locked if desired. If not wishing to lock the door the locking plate can be discarded and the result will be a flush catch. The flush catch is popular because there is nothing to catch when the animal passes through the door.



FLUSH CATCH.



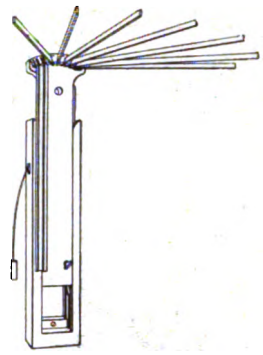
PARTS OF "WAGNER" BARN DOOR CATCH.



"WAGNER" BARN DOOR CATCH.

"Eclipse" Sliding Clothes Dryer

W. E. Putnam, 13 Cypress street, Worcester, Mass., is offering the trade the "Eclipse" Sliding Clothes Dryer, illustrated. This device can be readily fastened to the wall at a convenient height, and after the clothes



"ECLIPSE" SLIDING CLOTHES DRYER.

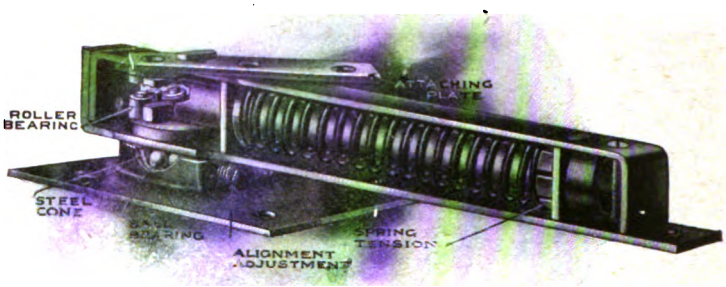
are placed on the arms you slide them up out of the way. There are six arms which give considerable drying surface. A stationary Dryer is also made.

The W. H. Compton Shear Co., Newark, N. J., have issued a new catalogue of Razors, Shears, Tinners' Snips, Scissors, Rubber and Glass Shears, etc.

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"Prouty" Double Acting Floor Hinge

T. C. Prouty Co., Ltd., Albion, Mich., are offering the trade the "Prouty" Double Acting Floor Hinge, illustrated. Case hardened steel is used on all wearing parts, also roller bearing in eccentric which reduces the friction to a minimum and insures endless wear. It also holds spring in alignment, doing away with the side motion which prevents crystallization of wire. The Hinge will positively hold back at 95 degrees, making it possible to use it on any width of casing and set the door in center.

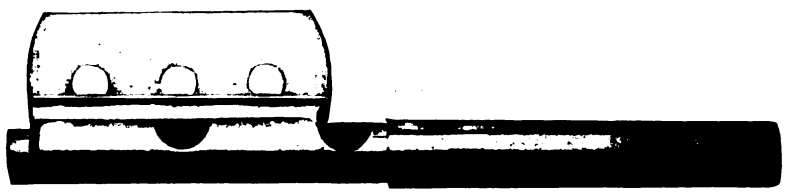


"PROUTY" DOUBLE ACTING FLOOR HINGE.

Finishing plates cover the entire hinge, which will also cover any slight defects in the notching of door for Hinge, which is a desirable feature for contractors. This Hinge is designed to carry doors from 1⅛ to 2 inches in thickness, which relieves the Hardware trade of the necessity of carrying two sizes of Hinges for this range of doors. The company produce the Hinge with a rigid base and with an alignment adjustment to be operated from one side of the door only, which is positive and convenient. The idea of the makers is to produce the best Hinge possible at a reasonable price.

Stropper for "Gillette" Razor Blades.

A. B. Mfg. Co., Worcester, Mass., are offering the trade a Stropper for "Gillette" Razor Blades, illustrated. The device is especially designed to strop "Gillette" Blades, but it will hold any wafer blade that is at least ⅝ inch wide. Its construction is different from any other stropper in that instead of the blade being held at the center, by the holes in the blade, the blade is held in a vise-like grip between the two holder jaws. By holding the blade in this way, it can be stropped in the same manner that one would strop an old-fashioned razor. In this way only can both sides of the same edge be beveled equally, and the proper bevel maintained. Both edges of a double edge blade can be stropped in less than one minute and a blade of good temper, it is claimed, can be used 80 to 100 times. The Stropper is made so that the handle pulls off, and it will then fit into case with razor.



STROPPER FOR "GILLETTE" RAZOR BLADES.

Butler Brothers Branching Out

Butler Bros., who have warehouses at New York, Chicago, Minneapolis and St. Louis, with sample houses at Dallas and Baltimore, have leased spacious quarters at both San Francisco and Omaha for extensive sample displays, which will be opened about July 1. At San Francisco two floors, each 77x100 feet, will be taken at the corner of Mission and Second streets. At Omaha the entire ground floor at 1108 and 1110 Howard street has been rented. Holiday goods will be shown complete as well as a large line of general merchandise. Each article will be marked with a tag showing the price in plain figures.

Miller Lock Co., Frankford, Philadelphia, Pa., in their latest catalogue, No. 22, show the extensive line of "Miller" Padlocks, Night Latches, etc. Not only are the individual patterns presented in the usual manner, but there are numerous inserts showing in fac-simile the Padlock Assortments which come on lithographed cards.

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Three-Barrel Gun

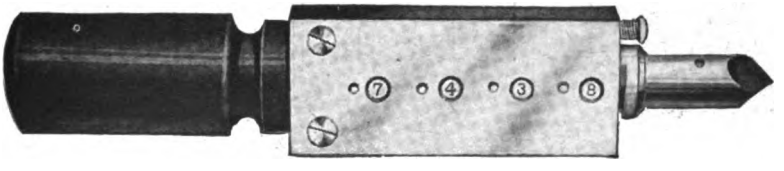
The Three-Barrel Gun Co., Moundsville, W. Va., are manufacturers of the Three-Barrel Gun, illustrated. It is a combination of a double-barrel hammerless shotgun and a rifle, combined in such a manner as not to impair the beautiful outline nor add practically any extra weight. The Gun comes in several grades, all made from high grade material and carefully finished by hand. The Guns weigh from 6½ to 7¾ pounds, no more than the regular double guns. The rifle barrels are made from special high grade nickel steel, having a tensile strength of over 110,000 pounds to the square inch, and an elastic limit of over 100,000 pounds. The lug is ⅞-inch wide constructed of tool steel which reinforces the barrel at the point where the explosion occurs. The rifle barrel will be found to be accurate and the shot barrels close, hard shooters, with great penetration. The makers state that by using the highest grade of steel in all parts of the Gun they are able to keep the weight down. But few parts are used in the mechanism. These Guns are made to handle all standard loads of smokeless or black powder and are chambered for the standard length shells and cartridges. The rifle barrels will shoot the full jacketed, soft nose or tempered lead bullets.



THREE-BARREL GUN.

"Initiative" Revolution Counter

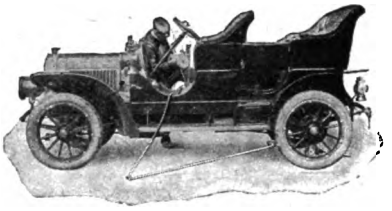
Schuchardt & Schutte, 136 Liberty street, New York, are placing on the market the "Initiative" Revolution Counter, illustrated. This instrument will register from 0 to 10,000 in either direction and will then repeat. It can easily be set to zero from any number. The count is read like an ordinary number, all digits being lined up in a row. Its compact size, the easy way of registering and the fact that the recording does not have to be read backward makes it a desirable article. There are four small dials, all steel, with numbers from 1 to 0. The spindle operates triple gears connected with the dials by means of flat springs. The handle is of wood.



"INITIATIVE" REVOLUTION COUNTER.

"Coates'" Auto Buffing Outfit

The Coates Clipper Mfg. Co., Worcester, Mass., are offering the trade the "Coates'" Friction Driven Auto Buffing Outfit, illustrated. This device is run by friction on the rear wheel. One wheel is raised by a jack and the roller is held in position by the company's patented device. To save the expense of a long flexible shaft, a jointed rod is furnished. By means of this device, the searchlights, radiator, oil lights, foot plates, brake levers, etc., can be quickly buffed up. The same outfit can be used for drilling, grinding, scratch brushing or horse clipping.



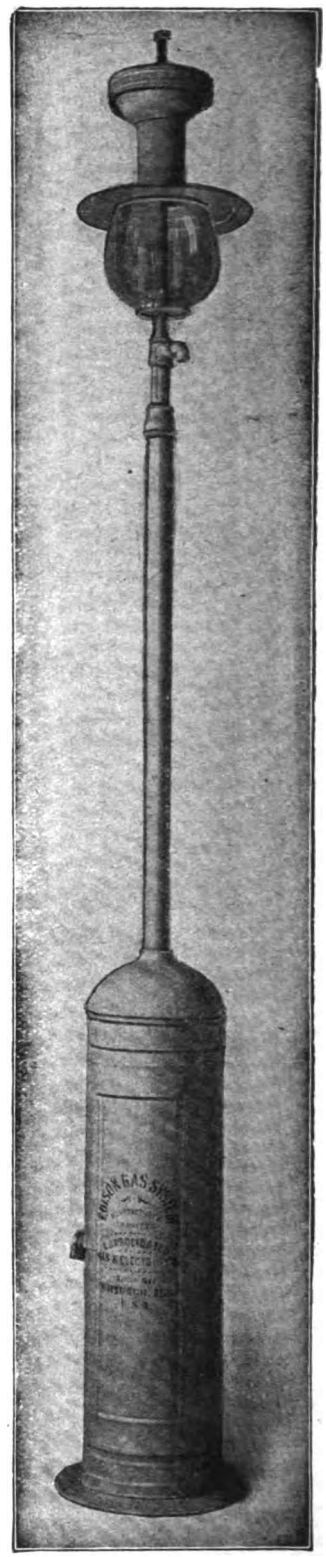
"COATES'" AUTO BUFFING OUTFIT IN USE.

Each outfit is furnished with buffs, tripoli, clamp with roller with flexible shaft and rod extension enough for a 108-inch wheel base.

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Boulevard Arc Street Lamp

The Consolidated Gas & Electric Co., 116 East Lake street, Chicago, Ill., manufacturers of all kinds of gasolene lighting systems, have recently placed on the market the Boulevard Arc Street Lamp, illustrated. This Lamp stands 12 feet high, is ornamental in appearance and gives 1,500 candle-power light. The base of the Lamp is made of cast iron with a hinge door fastened by a padlock. The generator and supply tank are located in the base of the Lamp, are very easy of access and are so constructed as to last indefinitely. The globe is securely fastened at both top and bottom and covered or protected by a galvanized iron hood, aluminum painted. This not only acts as a reflector, but is so arranged as to prevent the wind extinguishing the light. This Lamp is adapted for lighting streets, gardens and pleasure grounds, or any location where a brilliant light is desired. The makers report that a great many of the smaller towns are installing these Lamps in place of electric lights on account of the low cost of both installation and maintenance.

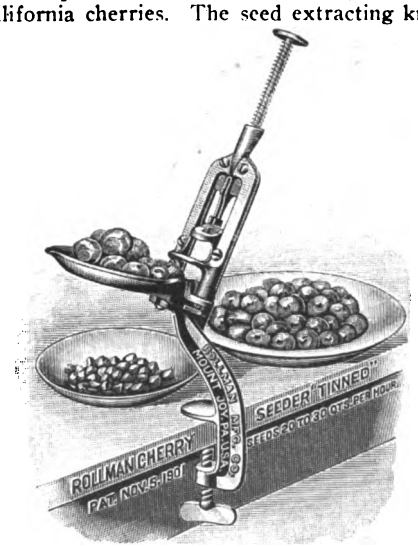


BOULEVARD ARC STREET LAMP.

Wallace Supply Co., Chicago, Ill., have removed to 25 South Jefferson street. The concern make hand-power Angle Benders, etc.

"Rollman" Cherry Seeder

Rollman Mfg. Co., Mount Joy, Pa., are manufacturers of the "Rollman" Cherry Seeder, No. 8, illustrated. This device does not crush the cherry or cause any loss of juice. It is a practical machine for large, small or California cherries. The seed extracting knife



"ROLLMAN" CHERRY SEEDER.

drives the seed into one dish and throws the cherry into another. The marks of the knife can be scarcely seen on the seeded fruit. From 20 to 30 quarts of cherries can be seeded per hour. Canned cherries can also be seeded.

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"Shavade"

American Safety Razor Co., Inc., 320 Broadway, New York, are placing on the market "Shavade," illustrated. It is a patented



"SHAVADE."

cuplike rubber that softens the beard by massage and eliminates the rubbing of the face with the fingers to work the lather in preparatory to shaving. It is claimed to help the shaver by preparing the face for the razor, opens the pores and keeps the skin smooth and healthy.

Theo. J. Ely Mfg. Co., Girard, Pa., in a new catalogue show an extensive line of Hardware and Woodenware specialties. These comprise Mop Heads and Sticks, Mop Wringers, Carpet Beaters, Towel Racks, Sleeve Boards, Waffle Irons, Animal Pokes, D Handles, Hay Knives, Cross Cut Saw Handles, etc. The company has been incorporated into a stock company, with a capital of $75,000. Large additions to the present factory facilities are contemplated.

Do not forget that readable cards should form a part of every window exhibit. Price tags and other window cards can easily be made very attractive.

"Carborundum" Display Box

The Carborundum Co., Niagara Falls, N. Y., have brought out an attractive Display Box, illustrated. It is made of cardboard reinforced with wood, and covered with a buff-glazed coated paper. Two sizes are offered, accommodating a dozen Stones, 12 and 10 inches in length, respectively. The Box is hinged at the center and when folded back for display makes a substantial and attractive appearance.



"CARBORUNDUM DISPLAY BOX.

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"Rain-Bow" Lawn Sprinkler

The Turner & Seymour Mfg. Co., Torrington, Conn., are manufacturers of the "Rain-Bow" Lawn Sprinkler, No. 101, illustrated. In a recent issue we presented the No. 103, which has a sled; the one herewith has a spike, which permits of it being stuck in the turf. The No. 101 has the same body, cap and spreader as the No. 103. There are



"RAIN-BOW" LAWN SPRINKLER. No. 101.

no ball bearings nor anything to rust or wear out, as the parts likely to rust are of brass. The spreader at the extreme top is of extra heavy gauge brass reinforced. Under high pressure this Sprinkler will cover an area of 35 to 40 feet, with a fine spray, which will not tend to wash the earth from the roots of the grass.

Geo. Walter Davis, manufacturers' agent, 7 Warren street, New York, issues a cardboard post card, on the back of which is given a condensed table of discounts, with nets most frequently used.

The Central Hardware Co., 1233 Locust street, Philadelphia, Pa., in their catalogue and price list present a variety of goods. These include Hand and Compass Saws, Hack Saws and Frames, Kitchen Saws, Carpet and Wall Stretchers, Wall Scrapers, Family Cleavers, Cast Steel Hammers, Cast Steel Hatchets, Ice Chisels, Hatchets and Shaves, Levels, etc.

"Iwan" Post Hole Auger

Iwan Bros., Streator, Ill., are makers of the "Iwan" Post Hole Auger, illustrated. It shows a man with a 14-inch Auger, the handle of same, and also of the 12-inch size, usually being five or more feet long. It is frequently necessary to start the hole for about a foot with a spade, so as to bring the handle of the



"IWAN" POST HOLE AUGER.

auger within easy working height. The 14-inch size weighs about 24 pounds and takes up about a foot of earth at each filling. While one man can operate this large tool, it is better for two to work it in very stiff soil, and even with the extra man it digs as rapidly as four men could with the old style spade and telegraph spoon. This tool has been brought out especially to interest the electrical and telephone trades as well as others who require an auger for large holes.

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"Ramsdell" Inverted Gas Lamp

Ramsdell Inverted Gas Lamp Co., 1123 Broadway, New York, are offering the trade the "Ramsdell" Inverted Gas Lamp Co., illustrated. The inverted lamp throws two-thirds of the light downward below the center of lamp, while in the upright lamps two-thirds of the light is thrown upward, above the center. It is finished brushed brass or



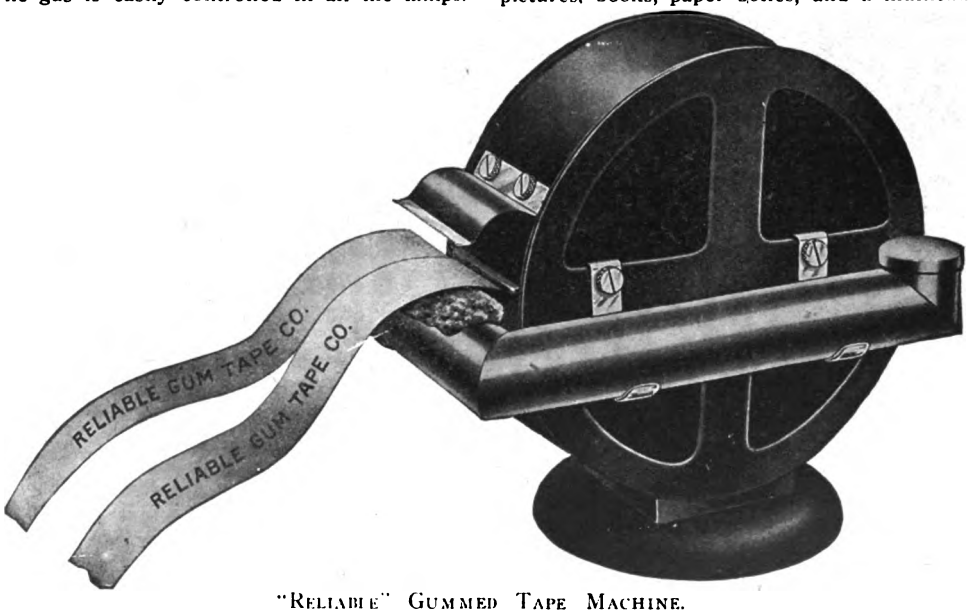
"RAMSDELL" INVERTED GAS LAMP NO. 4.

black, consumes 2½ to 3 cubic feet of gas per hour, and is 65 candle power illumination. It is boxed complete with globe, mantle and adaptor. The company make Inverted lights for every lighting purpose. They also make a full line of fixtures to go with these Lamps. The gas is easily controlled in all the lamps.

H. W. Johns-Manville Co., New York, in order to better serve their Detroit trade and adjacent territory, have opened a branch at 72 Jefferson avenue, Detroit, where a complete stock of goods will be carried.

"Reliable" Gummed Tape Machine

Reliable Gum Tape Co., 496 East 134th street, New York, are offering the trade the "Reliable" Gummed Tape and Machine, illustrated. It is a device especially designed for sealing or binding packages in general. It displaces twine, sealing wax or rubber bands. The machine works so that the sealing of packages is almost instantaneous. The body is made of cast steel, black enamel finish, with tubular brass, nickel plated moistening device, holding water to moisten several thousand yarns of gummed tape without refilling. It will dampen and cut at any desired length, one roll 2½ inches wife, or two rolls of tape 1 inch or less can be put in operation at the same time. It can be used on all sizes of packages, from the smallest, such as jewelry, up to packages containing tinware, toys, etc. Two inches of tape will bind a package where 10 to 12 feet of string would be necessary. A roll of tape will bind or seal 2,000 packages at a small cost. The sealing of a package is rapid as the tape adheres to same instantly; there is no rubbing down or waiting for it to dry. The tape can also be used for mending music, drawings, pictures, books, paper boxes, and a multitude



"RELIABLE" GUMMED TAPE MACHINE.

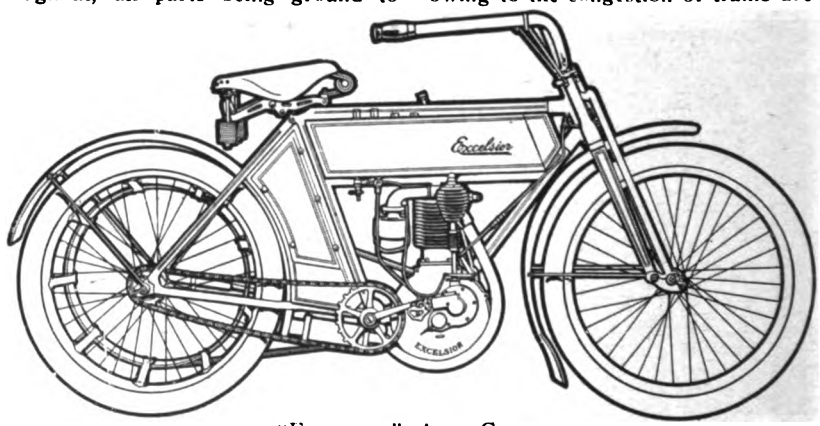
of other articles. The tapes come in paper and cloth and in widths of ¾, 1 and 1¼ inches. Tapes are also furnished ungummed when desired. Any width or color will fit any machine on the market.

The Lynn Filter Mfg. Co. and the Superior Tool & Supply Co., of Cincinnati, O., have consolidated. The new corporation will be known as The Lynn-Superior Company, and will continue the manufacture of Filters.

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"Excelsior" Auto-Cycle

Excelsior Supply Co., 233 Randolph street, Chicago, Ill., are placing on the market the "Excelsior" Auto-Cycle, illustrated. This motor cycle has been in the hands of experts for a year past to the end that every improvement possible would be embodied in it before being placed on the market. The frame and general construction is the result of mechanical and mathematical consideration, with careful regard to the strains and stresses to which such mechanism is subjected. The idea of attaching a diminutive motor in a bicycle frame was discarded, and the triangle frame evolved. Each line of strain falls upon the apex of a triangular portion of the frame designed to meet that strain. Even the motor is carried in a three point suspension. In the motors used the mechanical features have been so skilfully developed that a motor with a 3⅛-inch bore and a 3½-inch stroke and rated at 3¼ h. p., has defeated other machines with motors rated higher. Tool steel and drop forgings are used throughout, all parts being ground to size and finish. Even the small controlling levers and similar parts are drop forgings. Every bearing, cup and cone is turned from tool steel bars, no stampings being used at any point.



"EXCELSIOR" AUTO-CYCLE.

An important feature in connection with the motor is the lubricating system which comprises a positive sight feed oiler that delivers a constant supply to the right main shaft bearing. From there the oil is carried through the hollow crank shaft to the crank pin bearing. From there it is thrown by centrifugal force to the lower part of the cylinder, where a circular pocket gathers it and delivers part to the cylinder walls and wrist pin, and the rest is carried through a tubular duct to the left main bearing. As the piston at the completion of its downward stroke enters this oil pocket, it on the upward stroke spreads the oil equally over the cylinder wall. This results in a most thorough and effective cylinder oiling system. Lubricating troubles are unknown in this Auto-Cycle.

The carburetor is a float feed type with automatic air valves and butterfly throttle. Ignition is the usual jump spark system with high tension coil, the current being furnished by three dry cells of standard type. The batteries and coil are carried in a sheet steel case located under the saddle. Access thereto is through a door opening on the side, and in this case is a compartment for the full kit of tools. The gasoline and oil tank are located in the upper part of the frame between the two horizontal frame members. This tank is of heavy gauge copper and so strongly constructed that springing of the seams or leakage is practically impossible.

From the standpoint of general service the noticeable features are the transmitting system, which is so arranged that the motor may be allowed to run free with the engine at rest. The advantages of this are many and great for city service, where momentary stops, owing to the congestion of traffic are frequent, and the rider may stop his machine by resting one or both feet on the ground and wait for an opening without stopping his motor and being compelled to kick his machine into action when ready to start. This is attained through a lever located at the left side of the frame and carrying an idler which bears on the under side of the belt close to the motor pulley. The effect of this idler is not to tighten the belt sufficiently to cause undue strains on the bearings and frame, but to cause the belt to more fully embrace the motor pulley, this increasing the friction surface and insuring against slipping. It is also a material benefit on the approach to a steep grade, where conditions may preclude the possibility of a long running start. By momentarily releasing the belt tension, the motor may be allowed to speed up and on again, advancing the tension lever and practically the same benefit is derived that would be obtainable

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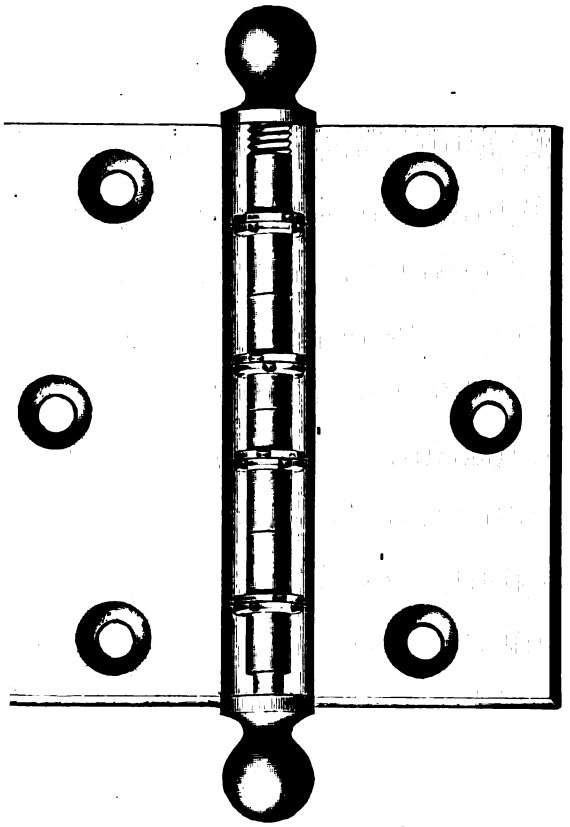
through speeding the motor on a long approach.

The saddle position has also been given careful consideration. Earlier types and many of the present types of motor cycles carry their saddles so high on the frame that the rider is compelled to sit about as though perching on a high stool, and on stopping must dismount. The rider on this Auto-Cycle sits in as comfortable position as could be attained in an easy chair, and upon stopping can readily place his feet on the ground and retain this position as long as desired.

By use of the free motor device he may allow his motor to continue in operation, and when ready to resume his travels simply applies the belt and proceeds without effort. This, in connection with the location of the motor and heavy part of the equipment places the center of gravity at a very low point, making a machine that is easy to control, not liable to skid and convenient to handle.

"R. & E." Loose Pin Butt

Russell & Erwin Mfg. Co., New Britain, Conn., with New York branch at 94 Lafayette street, are offering the trade the

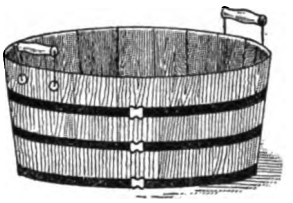


"R. & E." LOOSE PIN BUTT.

"R. & E." Wrought Loose Pin Butt, illustrated. It is finished in both bronze metal and steel, the knuckles of which are lined throughout the entire length with hardened steel bushings. This Butt combines the tensile strength of wrought metal with the extra wearing qualities of hardened steel bushings.

Repair Tub Hoop

Standard Brass & Iron Works, Milwaukee, Wis., are offering the trade the Repair Tub Hoop, illustrated. This Tub Hoop is rolled flaring to fit the tubs, and no rivets are required, so that any one can apply it quickly and easily to any size tub. A tub expands when wet, and contracts when dry, and the construction of this Hoop permits it to ex-



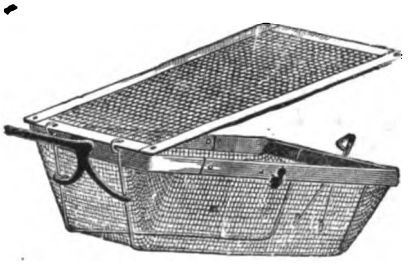
REPAIR TUB HOOP.

pand and contract accordingly, and there is no excessive strain on Hoop to break or weaken it. The Hoop is 7/8-inch hoop steel, long enough to fit the largest size tubs, and is provided with a spring wire link attached to one end of hoop and adjustable as to size.

The Star Enameling & Stamping Co., Pittsburg, Pa., in catalogue No. 11, show their large line of Sheet Metal Ware. There are 180 pages in the book, which is divided into departments. Tinware, heavy polished tinware, dark brown japanned ware, galvanized ware, gray mottled enameled ware and blue and white enameled ware. The present factory contains three acres of floor space which is fully equipped with modern machinery.

"Rice" Corn Popper

Rice & Co., Lowell, Mass., are makers of the "Rice" Corn Popper, illustrated. There is a combination shank and brace of malleable iron, which clinches through tin binding, the braces being firmly affixed to



"RICE" CORN POPPER.

each wire guard, which protects the bottom of the Popper from wear. A size heavier wire is employed than is the usual custom, which gives a durable construction. The Popper is made in 1, 1½, 2, 4, 8, and 18 quart sizes.

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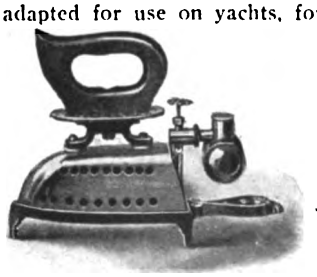
Alcohol Utilities

The Alcohol Utilities Co., 156 West Twenty-third street, New York, are offering the trade the Alcohol Utilities, illustrated. The No. 207 is a 45 c.p. incandescent Lamp, made of polished brass or nickel. It uses denatured alcohol, and burns 1 quart in 10 hours. This Lamp, as well as all other constructions which the company make for illuminating purposes, uses incandescent mantles, which gives a clear, bright light. In comparison with a standard



No. 207 ALCOHOL INCANDESCENT LAMP.

kerosene lamp, 1 gallon of alcohol will burn 38½ hours, average 45 c.p. and burn 1,740 c.p.-hours, while the kerosene lamp on 1 gallon of kerosene will burn almost 33 hours, average 14 c.p. and burn 484 c.p. hours. The Alcohol Lamp is clean to use, no odor of any kind, no soot and no smoke features, which will appeal to any housewife when the matter is brought to her attention. The Alcohol burners can be placed in kerosene lamps. The Lamps are especially adapted for use on yachts, for which



"OSOL" FLATIRON, No. 302.

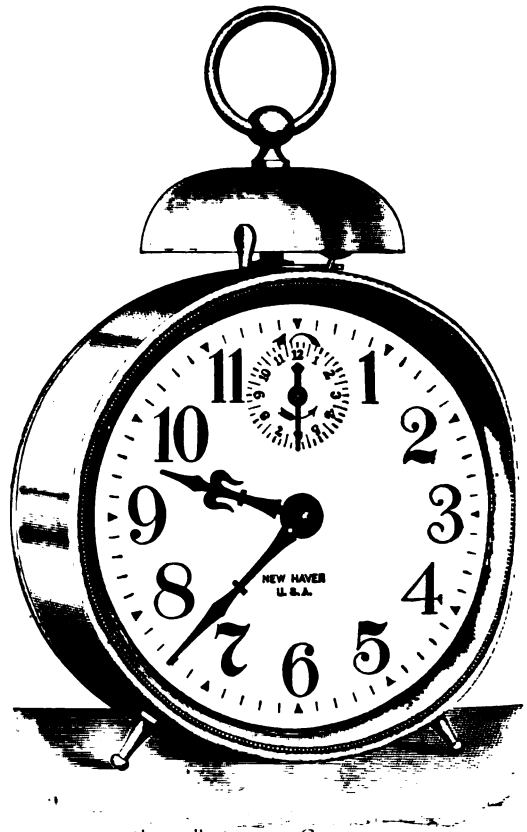
there is at present an increasing demand as their merits are becoming known.

The "Osol" Flatiron uses the bunsen burner principle, giving an intense heat, which is evenly distributed over the entire bottom surface. The iron can be made ready for use in about 3 to 3½ minutes. It can be carried anywhere, as each Iron generates its own heat. It is especially useful in hot weather, for the ironing can then be done in the coolest spot in the shade, taking the iron to the work and not the work to the iron. For traveling purposes and for use in boarding schools it has special attractions. It is provided with a flame controller. The No. 302 weighs 3¾ pounds, is polished nickel, consumes 1 ounce of alcohol in 30 minutes. Several other styles are furnished, weighing 6, 7¾ and 5½ pounds.

W. E. Caldwell Co., Louisville, Ky., in a new catalogue show a line of Water Tanks and Towers. These are chiefly for large installations, such as city water works, etc.

"Lark" Alarm Clock

The New Haven Clock Co., New Haven, Conn., are offering the trade the "Lark" Alarm Clock, illustrated. It has a 4-inch dial and a heavily nickel-plated brass case with beaded edge and flush knurled edge back. All



"LARK" ALARM CLOCK.

trimmings are heavily nickel plated. A switch is provided for stopping the alarm. It is referred to as being an accurate time-keeper and a sure alarm.

The Independent Stove Co., Detroit, Mich., by reason of business growth, have found it necessary to move to larger quarters. Notwithstanding that three additions to their plant have been made since the concern started two years ago, they have outgrown them. They have decided to move to a smaller town and will go to Owosso, Mich., shortly. The new plant will give 50 per cent. greater capacity than present quarters. They make the "Renown" Stoves and Ranges.

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"Davis'" Fireless Cooker

Davis Mfg. Co., Lansing, Mich., are placing on the market the "Davis" Fireless Cooker, illustrated. It is an airtight steel cabinet trimmed with kiln-dried, quarter-sawed oak and is mission design, weathered-oak finish. Brass trimmings are provided and the Cooker is mounted on ball-bearing casters and made the proper height for kitchen use. The cabinet is packed with hygienic non-conducting insulated material. The linings can be removed and washed with very little trouble without injuring or disturbing the insulation. The vessels fit closely in pockets in the cabinet that are insulated to a depth of 2 inches on all sides, top and bottom. The surrounding atmosphere being unable to reach the interior of the vessel and the heat in the vessel being unable to escape, the temperature is not lowered and the food continues to cook until it is thoroughly and evenly done. The Cooker is made in one, two and three compartments, with respective capacities of 10, 20 and 30 quarts. The No. 1, or 10-quart size, is 14x14x14 inches and weighs



"DAVIS" FIRELESS COOKER.

40 pounds. The No. 3, or 30-quart size, weighs 100 pounds. Each cabinet or compartment is equipped with one 10-quart heavy enameled vessel, provided with a tight-fitting insulated cover, one vegetable broiler and one stand. The makers state that the use of this device effects a material saving in time, food, labor, and, at the same time, materially reduces the cost of fuel. It eliminates kitchen odors, cooks food better, and even the cheaper meats can be thoroughly cooked in an appetizing manner. Vessels used in the cooking cannot be spoiled by burning, and they are more easily washed than by the common method of cooking. A hot lunch can be had at any time in the night; food can be kept in the Cooker several hours after it has been thoroughly cooked without detriment. The cabinet can be readily moved about, as it is on casters. As an example of the time-saving feature, potatoes cooked over a fire for ten minutes and then placed in the Cooker for 2½ hours or longer are thoroughly cooked when taken out. Rice has an initial heating of but five minutes and two hours or more in the cooker. Breakfast cereals require but five minutes cooking over a flame and placed in the Cooker over night are ready to serve for breakfast. For light housekeeping, for use on picnics, auto trips, etc., the advantages are self-apparent.

The Automatic Neck Yoke Co., Indianapolis, Ind., have sold their Memphis plant to Lack Singletree Co., Paducah, Ky. The former concern will continue to manufacture their Automatic Carriage Neck Yokes and Neck Yoke Centers at Indianapolis.

Quincy Show Case Co., Quincy, Ill., have issued a fine catalogue of their "Quincy" Show Cases. The engravings are extra fine, reproducing all the fine shadings of the marble bases, wood grain effects, etc. They also issue, in connection with the catalogue, a price list which gives full description of each Show Case, dimensions, prices, etc. The concern manufacture a wide variety and are prepared to furnish complete equipment of fixtures for a store.

Russell & Erwin Mfg. Co., New Britain, Conn., with New York branch at 94 Lafayette street, have ready for distribution Supplement No. 1 to their London or export catalogue. There are more than 100 pages, which comprise Cylinder and Rim Locks, Night Latches, Unit Lock Sets, Finger Plates, Door Pulls, Letter Plates, Door Bells, Push Buttons, Loose Pin Butts, Door Checks and Springs, Window Fasteners, Hat and Coat Hooks, Food Cutter, Padlocks, etc.

Pelouze Scale & Mfg. Co., Chicago, Ill., have ready Catalogue K for distribution to the trade. It is pocket size, comprises 60 pages. Platform and scoop Family Scales weigh up to 24 pounds; Baby Scales have baskets at top, which can be removed and the Scale used for other purposes. Counter Scales are shown in a variety of styles, together with Confectionery Scales and Computing Scales. Postal Scales are made in numerous patterns and finishes, extensive enough to suit the modest as well as the most fastidious taste.

The Carborundum Co., Niagara Falls, N. Y., have issued a new price list on Carborundum Sticks, including those in the unfinished state. They have recently added one-half round shape which is proving popular. These sticks can be made in most any length and thickness. A new leaflet shows the new one dozen package of Carborundum Niagara Scythe Stones; this package is designed to furnish a permanent display of these goods and is made of buff paper to correspond with the regular line of packages. Nos. 110, 111 and 112 have been added to the Combination Stones, and the complete line now varies in size from 4 to 8 inches.

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Boston Gear Works, Norfolk Downs, Mass., have ready for the trade Catalogue E1 of Standard Gears.

The Fox Mfg. Co., Milwaukee, Wis., manufacturers of the "Fox" Floor Scraper, have found it necessary to move to larger quarters. They are now located at 346 Broadway.

The Herculever Co., 332 Broadway, New York, has been incorporated to manufacture the "Herculever" Box and Case Opener, and other Hardware specialties of merit. There is abundant capital behind the concern and within the next thirty days they will have some of their goods ready for the trade.

Wiebusch & Hilger, Ltd., have removed to the new Hardware Building at 92 and 94 Walker street, New York, where they occupy the second floor. With increased facilities and equipment they are now able to give more prompt and efficient service than ever before.

Kelley-How-Thomson Co., Duluth, Minn., in catalogue No. 50, present an extensive line of Spring and Summer Sporting Goods, which comprise Baseball, Tennis, Fishing Tackle, Bicycle Sundries, Croquet Sets, Hammocks, etc. Accompanying the catalogue is a net trade price list, which applies to the catalogue.

Simonds Mfg. Co., Fitchburg, Mass., with New York office at 40 Murray street, are sending out a mailing folder or booklet. It is a "One Idea" book, being devoted to the "Simonds'" Saws. The introductory is a talk addressed to the proprietor; if he is not interested, then to the interested clerk. It is to the point and contains good ideas.

The Berger Mfg. Co., Canton, Ohio, have issued a comprehensive catalogue of "Berger" Steel Filing devices and Office Equipment. These include Vertical Units, Horizontal Sections, Cabinets, Transfer Boxes, Waste Paper Baskets, Tables, Chairs, etc.

The Cassady-Fairbank Mfg. Co., 6106 La Salle street, Chicago, Ill., have bought out three different factories, taking over their Hardware specialty business. These include the Foyer Mfg. & Steel Stamping Co., Painesville, O.; the stamping department of Bergman Bros., Buffalo, N. Y., and Chas. C. Bonar Co., Evanston, Ill.

The Skinner Chuck Co., New Britain, Conn., in their latest price list present their line of Independent, Universal and Combination Lathe Chucks, Drill Chucks, Planer Chucks, Faceplate Jaws, Drill Press Vises, Reamer Stands, etc.

Many boards of health in the larger cities have sent out warnings to the citizens, calling attention to the fact that the common house fly is the cause of the spread of disease. The preventive, of course, is to use window screens, and the Hardware merchants by calling attention to these facts will materially assist in maintaining a high percentage of health in his community and at the same time profit by the sale of door and window screens.

The May issue of the Bulletin of the International Bureau of the American Republics, which is published at 2 Jackson place, Washington, D. C., is entitled the "Corner Stone Edition." It contains many illustrations and a great deal of information, chiefly of the South American republics, the addresses of President Roosevelt, Secretary Root, Andrew Carnegie, and others on the occasion of the laying of the corner stone of the International Bureau of the American Republics.

When one is up against it, there is virtue in doing something. Inactivity—just plain, hopeless drifting—is the limit of imbecility. In trying something new one has a chance. However remote that chance may be, it is a long way better than passive death.

In advertising follow the line of least resistance. Push hardest where competition is weakest until you are as strong as your competition.

Firearm Ordinance for Cleveland

An ordinance was recently introduced in the Cleveland, Ohio, Council with reference to firearms, etc., providing that if any pistol or other dangerous weapon was displayed in a show window or other public place, that the person or firm making the display would be subject to a fine of not less than $5 or more than $100, and each day it is continued will count as a separate offense. When any such weapon is sold the name and address of the purchaser must be at once forwarded to the chief of police, together with a description of such person.

Carolinas Hardware Association

The annual convention of the Retail Hardware Association of the Carolinas will be held at Wrightsville Beach on July 8, 9 and 10. Very satisfactory arrangements have been made for the meeting by President W. N. Everitt, Rockingham, N. C., Secretary Paul W. McLure, Greenwood, S. C., and other officials. There will be the usual reports of officers, Question Box and entertainment features, the latter embracing trolley rides, theatre party, excursions, luncheons, etc. Among the addresses will be one on "How Best to Get Legislation Through," by Wm. M. Otis, of Columbia, S. C., and "How to Get the Best Results from Clerks," by T. W. Dixon, of the Southern Hardware Co., Charlotte, N. C. All Hardware dealers in the Carolinas are urged to be present.

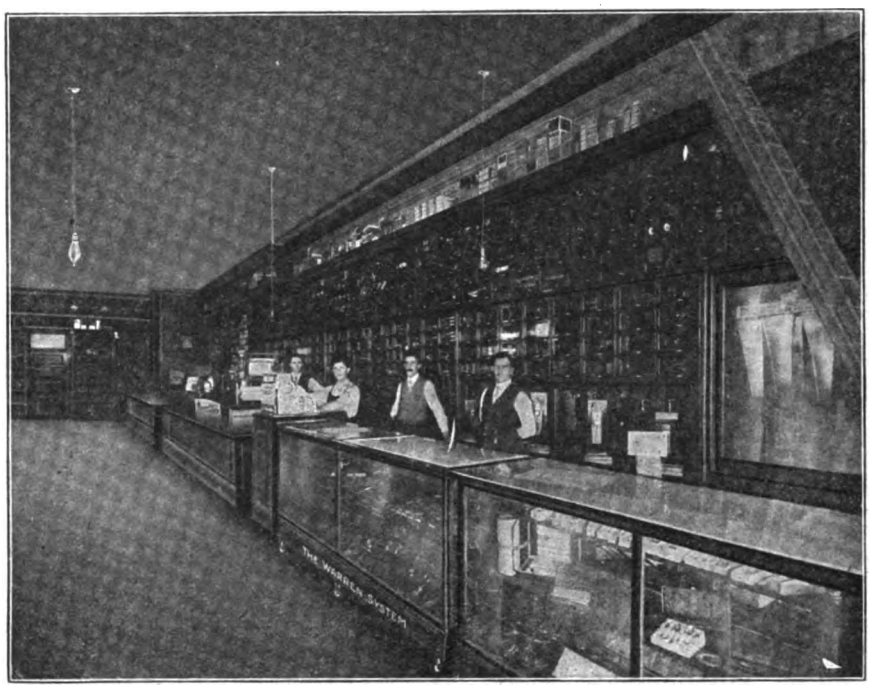
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Post Office Box Tax

J. F. Howe, Freedom, Pa., president of the Pennsylvania Retail Hardware Association, at the annual convention of the National Retail Hardware Association at St. Louis brought up the matter of postoffice box rents in towns that have not the rural free delivery, and which affects a large number of Hardware merchants. He states that if a letter is mailed with the usual postage the Postoffice Department is obliged to deliver it without exacting a special tax from the person addressed. This contention holds good in the large cities where the mail is delivered by carrier as well as by the rural mail carrier, where the latter goes out a number of miles in the country. In cases where people are contented to go to the postoffice for their mail, relieving the Government from this vast delivery expense, Mr. Howe asks why they should be required to pay a special tax of from $1 to $4 a year for box rental. The boxes are provided by the owner of the building and rented with the building, and thus the "special service" costs but a small fraction of what is now charged. The boxes are put in as it enables the postoffice clerks to handle the mail cheaper. The box rentals have been raised a number of times, the last increase in many sections being recently. Mr. Howe states that the Department charges two and one-half times as much for the box rental as it pays for the rental of the building in which the postoffice is located. He states this is an injustice and the $900 a year should be left in the town for local improvements. In addition, the department derives a profit of more than $3,500 from the postal matter. As remedy he suggests that every one refuse to pay box rent and to call at the general delivery window for mail. This would cause increased cost in postal clerks, and he believes that the department would soon see the "error of its ways," and give free boxes or boxes at a nominal rent.

A Saskatchewan Hardware Store

In the accompanying illustration is shown the Hardware store of J. B. Kernaghan, Prince Albert, Saskatchewan. It is fitted throughout with the "Warren" System of Hardware Shelving and Cabinets, and nat urally presents a very attractive appearance.



STORE OF J. B. KERNAGHAN, PRINCE ALBERT, SASK.

A Scheme That Brought in the Money

Some $30,000 in bad bills had accumulated among the various retailers at Geneva, Ill., and the Geneva Business Men's Association decided that some radical steps had to be taken to realize on same. Finally, it was decided to hold an auction. The plan was to hold it on the street and as much publicity given the affair as possible. Thirty days' notice was given the debtors, and if a settlement was not secured before the expiration of that time the bills would be auctioned off to the highest bidder. There was a magical response, and the sale was not held—nearly all the debtors paid up.

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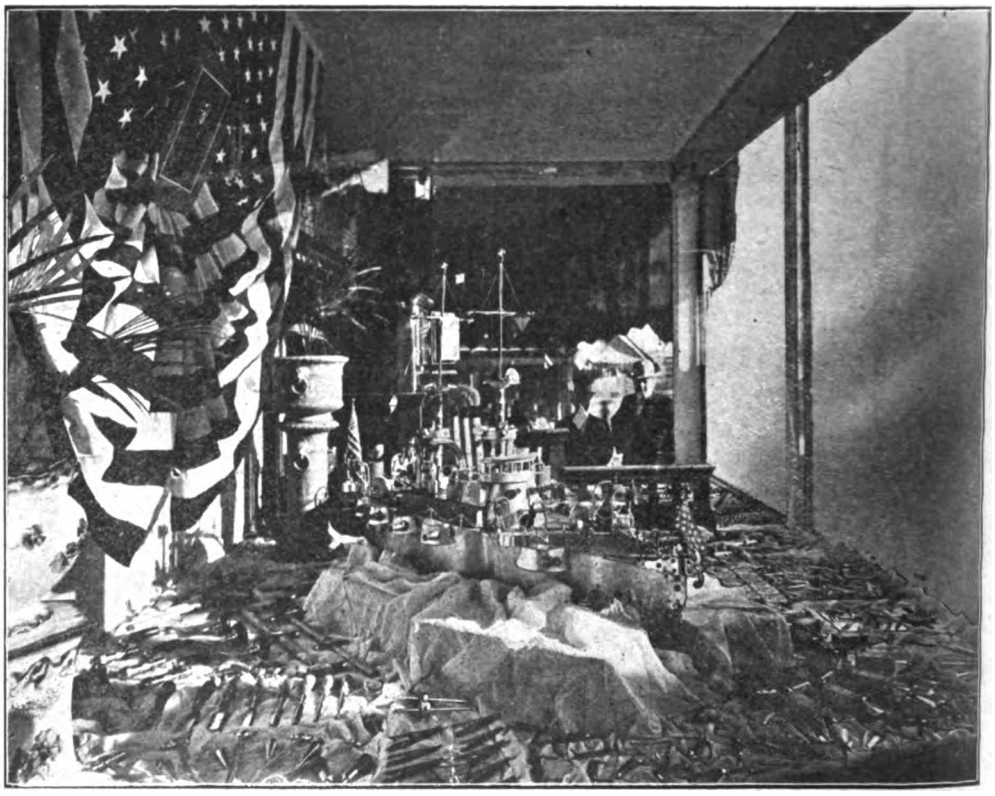
A San Francisco "Battleship"

To the Editor:

With the belief that same might prove of interest to your readers, we are pleased to submit to you herewith several photographs recently taken of the miniature "battleship" which we are at present exhibiting in one of our show windows and which we have constructed in honor of the visiting fleet now at anchor in our harbor.

As can be seen by closely scrutinizing the two engravings, this "floating fortress" is most complete in detail and accurate in the arrangement of its respective parts. That which makes same of especial interest to the general Hardware dealer is that fact that each and every part of the ship, from waterline to topmast and from figurehead to stern, is made up of articles taken from our regular stock and such as are usually carried in the Hardware and household department of the average general Hardware establishment. In support of this statement and for the benefit of any of our brothers in trade who might at some future time desire to construct a similar "model" in their own place of business, we enclose an outline showing the various parts of the vessel in the terms usually applied to same by the navy and the corresponding articles of merchandise used to represent these parts, and which, when put together in the arrangement as shown in the corresponding illustration, combine to make what we think to be a most excellent miniature model of our modern "dogs of war."

This model was designed and built by our Mr. Meierdierks, of our Hardware department, to whom belongs the credit of having constructed what we believe to be as complete a miniature battleship as it has yet been our good fortune to see.



"BATTLESHIP" DISPLAY BY CHAS. BROWN & SONS, SAN FRANCISCO.

We have found the display of this model to be a most excellent advertisement, inasmuch as same has proven of unusual interest not only to the visiting men and officers of the fleet, but to the public in general, some of whom have been noticed to stand at the show window for the best part of an hour scrutinizing and comparing the many various articles used in the construction of the miniature with the parts which they are supposed to represent on board a regular battleship.

As is but natural different establishments of the various ports at which the visiting fleet anchored during its fourteen-thousand-mile journey from ocean to ocean exhibited quite a

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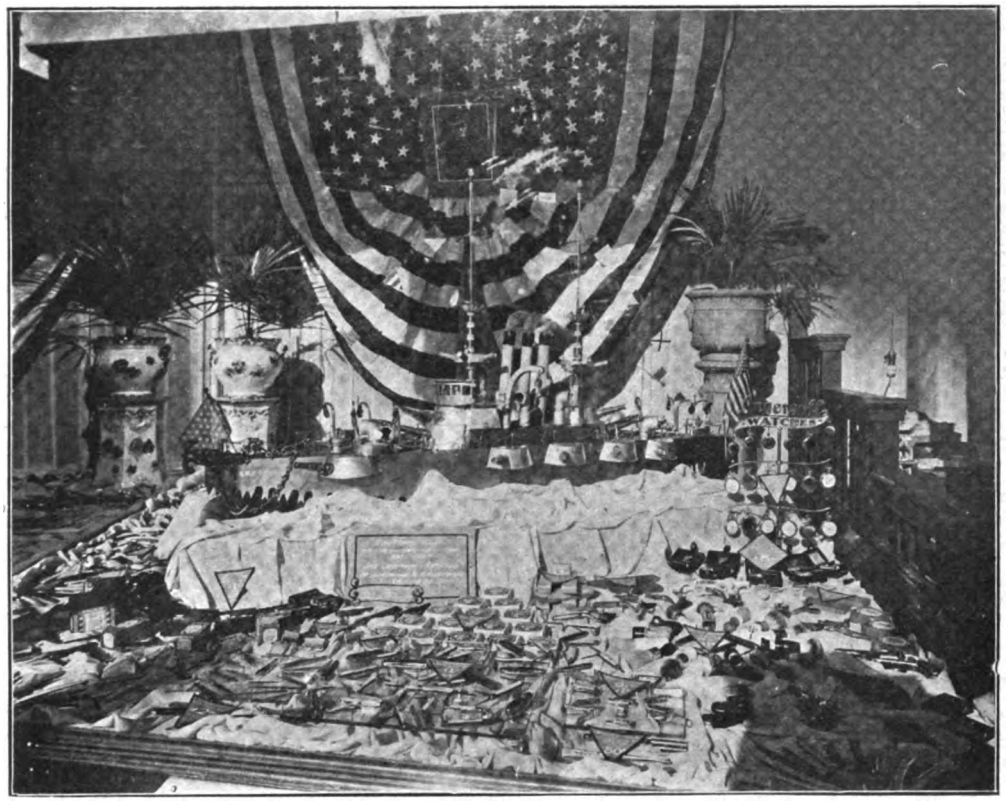
few models of battleships constructed of articles in their respective lines of goods. Notwithstanding this fact, however, we feel a personal pride in having had a great many of the officers and the "men behind the guns" inform us that ours was without doubt the most accurate and complete of any models that they had seen throughout their voyage.

CHAS. BROWN & SONS.

Editor's Note.—On page 1244 will be found a complete description of the various articles comprising this unique display.

"If we do not carry in stock the article you wish, we will get it for you, regardless of expense to us. What we want is not only customers but satisfied customers.

"People often ask us what makes our business grow so rapidly and how we have managed to retain our customers as our friends. Here is our answer: First—by giving each customer individual attention; second—by putting into our business the results of successful buying and careful study, and lastly, by being content with a fair profit on every sale and



SIDE VIEW OF HARDWARE BATTLESHIP BY CHAS. BROWN & SONS, SAN FRANCISCO.

Using a "House Organ"

We are sending you a small advertising bulletin recently gotten out by our V. H. Thayer. You can readily judge of its merits. We would be pleased to mail a copy to any dealer who cares to look over same. We believe it is a good way to do advertising, to be a side issue to window displays and other methods.

THE UNION HARDWARE SUPPLY CO.

New Cumberland, W. Va.

Editor's Note.—The eight-page paper to which our correspondent refers is 8½ inches wide by 10½ inches deep, printed on white paper. On the first page the statement is made, "We do not substitute. The policy of this store is to give you what you ask for. treating every customer alike. A satisfied man stays with you."

The other seven pages contain illustrations and descriptions of seasonable goods. If 5 per cent. more were added to the cost of the paper in the way of more ink and better presswork, the results would have been at least a 50 per cent. improvement. As it is, the cuts are "white" or "gray" in appearance. Try this suggestion in the next issue, and see if results do not warrant the small additional outlay. Otherwise, the general plan is commendable.

Many a clerk has made customers for the store by being possessed by patience unlimited. Patience is to salesmanship what oil is to an axle.

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COMPONENT PARTS OF "BATTLESHIP" AND CORRESPONDING ARTICLES OF HARDWARE AND KITCHEN UTENSILS USED IN THE CONSTRUCTION OF SAME.

PARTS OF VESSEL.		ARTICLES USED.
Hull of ship	Sides	2 6½-foot cross cut saws
	Figure head	1 pair 7½-inch brass refrigerator hinges
	Waterline	Teeth of cross cut saws
	Rail	No. 18 brass jack chain
	Rail stanchions	2¼ No. 18 round head brass screws
At forecastle	Anchor	2 No. 6 galv. meat hooks (soldered together)
	Rope cleats	Flagpole cleats
	Capstan	Floor door stop
	Ventilators	2-inch galvanized street ells
	Superimposed turrets with 8-inch guns	Section 1-qt. tin pudding pans and gem nozzles
	Superimposed turrets with 12-inch guns	Section of 3-qt. tin pudding pans and plain brass hose pipes
	Life buoys	Rubber "gauge-glass" gaskets
At rear of forecastle	Superstructure	1 (12x17) sheet iron drip pan
	Bridge	No. 01 tin bread pan (reversed)
	Wheel	Valve wheel
	Military mast	1 oz. and ¼ lb. spools copper wire and ¼-inch brass rod
Forward fighting tops	Upper fighting top	3-inch scolloped patty pans
	Lower fighting top	5-hole tin mouse trap (reversed)
	Guns in upper fighting top	Brass gas pillars
	Guns in lower fighting top	Shotgun shells (12-gauge)
	Searchlight	¼-pint tin funnel with 1 c.p. electric bulb
	Monkey yard	¼-inch brass rod
	Truck lights	1 c.p. electric bulbs
	Foretopmast stay lifts and signal halyards	No. 18 copper wire
Above superstructure	Forward cranes	2-lb. bars solder (bent to shape)
	Crane falls and cable	½-inch brass pulleys and curtain cord
	Smokestacks	2-inch leader pipe (painted yellow with black band at top)
	Smoke	Steel wool
	Forward superstructure ventilators	1½-inch galvanized ells and sockets
	After superstructure ventilators	1½-inch galvanized ells and sockets
	After cranes	2-lb. bars solder (bent to shape)
After fighting tops	Mainmast	Same as military mast
	Main fighting top	Same as forward fighting top
	Main upper fighting top	Same as forward upper fighting top
	After turrets	Entire 2-qt. tin pudding pan and gem nozzles
Quarterdeck	Ventilators	2-inch galvanized street ells
	Capstan	Floor door stop
	First whaler and gig	No. 4 sensible sad irons, without handles
	Boat cleats	Galvanized flagpole cleats
	Flagstaff	Piece No. 10 steel wire
Forecastle	Dingy and wherry	No. 4 sad irons (less handles) on davits
	Davits	Malleable brass bird cage hooks (bent to shape)
	Boat falls	½-inch japanned pulleys and curtain cord
	Gem sponsons	Half of 1-qt. tin pudding pans
	6-inch batteries	Gem hose nozzles
Flags on dressing line	American ensign, No. 1	
	International answering pennant	
	" Z	
	" B	
	" H	
	" E	
	" X	

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Seed Window Display

To the Editor:

I am sending you under separate cover a photograph of our annual window display of seeds. This display was arranged by my son, H. Jay Howell, and the design is an original one. It consists of two panels which are about ½ inch deep and the panels are inclined with the floor of the window at an angle of about 30 degrees. These panels are made of wood to which is tacked white paper, and upon this the design is first drawn. Then the partitions for the seeds are made of white cardboard, ¾ inch wide, scored in the middle so that it will bend at a right angle, and one side is tacked to the bottom of the panel along the lines of the drawn design. These partitions are then filled with the different seeds. The larger panel shows the American flag with a motto on each alternate stripe. Some difficulty was experienced in making stars, so a pun was made to do duty for the stars. The smaller panel represents the vine of our seed business. It shows a vine with pumpkins of constantly increasing sizes growing upon it, each pumpkin representing a year's business. The side wall of the window is covered with lithographed seed papers or packages numbering upward of 500. The rear of the window is filled with potted plants. The window measures 5½ feet wide in the front, 7 feet wide in the back and 7 feet deep. Our display has attracted a great deal of attention and we have received a number of compliments on it. This display has come to be an annual one and the design is a different one every year. We find that it has materially increased our seed business.

W. F. HOWELL.



A SEED WINDOW DISPLAY BY H. JAY HOWELL, NEWTON, N. J.

An Invention (?) to Displace Alarm Clocks

He was a great inventor.

"The thing I am working at now," he began, stroking his thin beard with a thinner hand, "will be a boon to every family and will startle the whole world. In fact, it will put the Alarm Clock Trust out of business. The idea is simply specially prepared tablets that help you get up in the morning. For instance, if you want to arise at 5 you take five tablets; if you want to get up at 6, take six tablets, and so on."

"But how will it affect the Alarm Clock Trust?"

"Why, these tablets will cause a ringing in the ears at exactly the hour desired"—

But the little crowd could wait to hear no more and hurriedly disbanded.

A "Kitchen Shower" Sale

One merchant has for a special Saturday sale, every once in a while, what he calls a "kitchen shower." This is an assortment of a dozen kitchen things in tinware, the goods being neatly packed beforehand in a package convenient for carrying. In his advertising he uses a cut of the twelve articles and some effective talk about a "kitchen shower. These twelve articles actually worth $1 on sale Saturday for 30 cents—if you bring the exact change."

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Hardware Automobile

To the Editor:

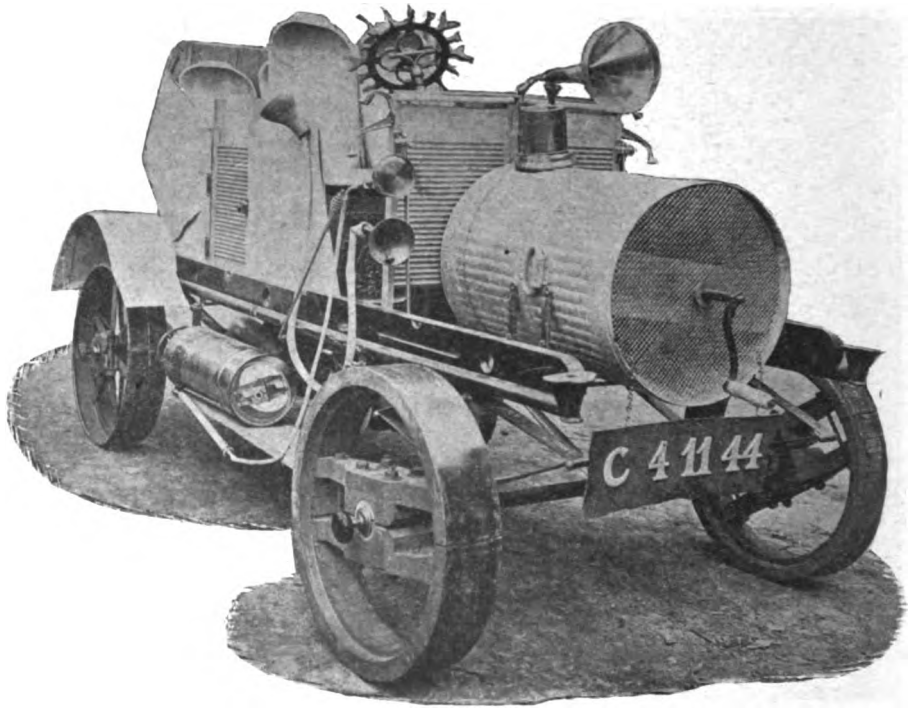
We are sending you under separate cover a photo of an automobile used in connection with our window display of "Alabastine." Owing to a very poor light we were unable to obtain a good picture of the entire window display. We were obliged to remove the automobile from the window, and consequently our picture shows the machine only. This machine was designed and constructed by Edward M. Curtiss, a young man in our employ, and is made up entirely from lines that we carry in stock. The details are as follows:

The wheels are wood split pulleys and steel split pulleys, axles are barn door track; nuts for same are door knobs, springs are ordinary seat springs. The muffler is made of galvanized iron pipe from a forge and a length of 4-inch tile pipe. The balance wheel is a small mounted grindstone, the chain gear two small wood pulleys with a mowing machine chain on same.

The frame of the body is track fastened to springs with brackets bolted together solid. The floor is made of boxes from packing cases. The sides are masons' and carpenters' levels, building paper with washboards for doors. The back is a body of a wheelbarrow. The dashboard is made of two washboards with brass city track for top rail, coat and hat hooks for handles, oil cans for sidelights, dinner bell for horn, a plumber's torch with a tin funnel for a searchlight. The side lights are connected with a fire extinguisher with syphon rubber tubing. Hose on bottom of a suction pump serves for a bulb. The bars that hold the dash in place are casement window adjusters.

The hood on the front is a No. 5 galvanized iron ash can, with a grindstone crank and handle covered with galvanized Hardware screen. The front seat is a clothes hamper covered with chair seats and chair seats set against the front. The back seat is a packing case covered in the same way with wood chopping bowls for backs of both seats. The inside of dash has a small mail box for spark coil, thermometer gauge, Ingersoll watch for speed indicator. The handle for throwing the gear is a stove poker. The brake lever is a coal shovel. Stearing gear has a mop handle with a well curb wheel attached. The number is made of a strip of shoe leather with house numbers on same.

THE F. HALLOCK CO.
W. A. Church.



HARDWARE AUTOMOBILE BY THE F. HALLOCK CO., DERBY, CONN.

Arranging Pocket Cutlery

In arranging our pocket cutlery we have placed two knives on top of each box, lower row in front and gradually higher toward the back of show case. It looks well and is very convenient in use. Your MAGAZINE is very interesting all through.

JAMES & REISENBIGLER.

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THE CHARGING OF GOODS

System of Charging by a Big City Hardware House —Simple and Effective—All Goods Now Charged and No Loop-holes—Works Smoothly.

In many concerns charge goods get out of the store without being properly entered up. A system that will eliminate this possibility is one of interest to many retailers. The system used by a successful city concern is the outgrowth of many years' trial of various methods. A charge slip is used (Fig. 1), the heading being reproduced herewith. The original is 6½x7 inches in size, printed entirely in black. In actual practice no cognizance is taken of the serial number, although it could be used for checking purposes. Two copies are made, the second being sent out with the goods. The drivers are never allowed to take out any goods without the tag envelope (Fig. 5), which contains the duplicate charge or memorandum bill (Fig. 4). The person receiving the goods keeps the duplicate charge slip. In each package go the two delivery receipts (Figs. 2 and 3) and the duplicate charge slip. The regular bill is mailed afterward. The reason for this is that formerly the receiver's clerks complained that there was no itemized list to check off the goods by; whoever receives the goods now has an opportunity for checking them off. Many a dollar has been saved by having the delivery receipt on file. On the delivery receipts no pretense is made to itemize; simply "one package" or "one box."

To guard against one of these charge slips being mislaid before the bookkeeper gets it—

CHARGE

No. 16955

190

Sold to

Salesman

FIG. 1.—ORIGINAL CHARGE SLIP, RETAINED AT THE STORE.

No. 18594 *Date* _____

Delivered by _____

Name _____

KEEP THIS TICKET

FIG. 2.—DELIVERY RECEIPT RETAINED BY CUSTOMER.

HARDWARE CUTLERY AND TOOLS

No. 13794 *Date* _____

Delivered by _____

Name _____

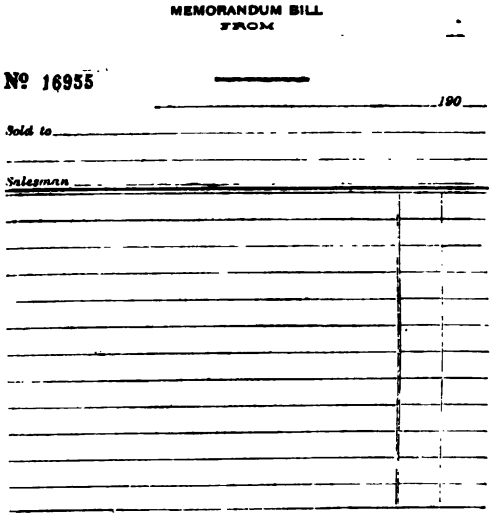
SIGN AND RETURN

Received by _____

FIG. 3.—DELIVERY RECEIPT THAT DRIVER RETURNS.

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supposing a slip to be mislaid—on the roll—that is, on the machine or register, which is a continuous sheet, it is taken off and examined the following morning, checked up with the charge slips turned in by the salesmen. If


MEMORANDUM BILL
FROM

No 16955

190

Sold to

Salesman

FIG. 4.—UNITEMIZED MEMO BILL WITH GOODS.

there is any charge on the carbon continuous copy for which the original has not been turned in, there is yet the record for entry. In this matter of charging in the books the object has been to reduce the work to a minimum. The bookkeeper usually prices up the original charge slip and makes out the bills.

The regular bill, which is shown in Fig. 6 in

Salesman

Date

C. O. D.

FIG. 10.—SLIP FOR C. O. D. SALE.

the original, is 8¼×4¾ inches. The upper part, above the heavy line, is in black ink; the lower portion, including the heavy line, is in copying ink. As the bill is made out direct from the charge slip a letter press copy is made of the bills in the sales book, the top of each bill being turned under to the heavy line; this avoids waste of space in the sales book, and as the bills are arranged alphabetically late each afternoon, they are in order when copied in the sales book. A dating stamp at the top of each sales book sheet gives the day of the month for each page for reference. Extensions are made on the carrying leaf. There are only two ruled columns on this carrying leaf for extensions—one for credits and the other for charges. If some goods are returned a regular credit slip is made out (Fig. 7). The top, con-

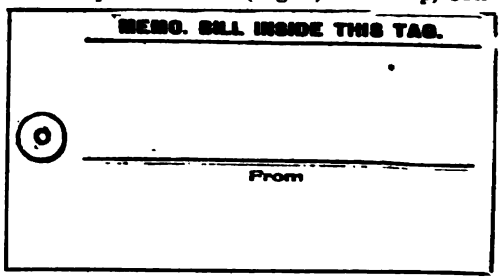


FIG. 5.—TAG ENVELOPE ENCLOSING MEMO BILL.

taining name and address of concern (which is omitted here), is printed in red non-copying ink and the heavy line and the word "Credit" and lines are in copying ink. After being copied in the sales book extensions are made

GOODS WANTED

For

When Promised
(Give our Order number.)

Order No.

Signed

Date

FIG. 8.—REQUISITION ORDER FILLED OUT BY SALESMAN.

in the credit column. Name and address of house is printed above heavy line.

A memorandum is always made on both credit and charge slips.

Suppose a customer says: "We insist upon bills coming with the goods." The charge slip answers the purpose. If the salesman charges the goods there is hardly a possibility for the bookkeeping department not receiving the items. If the driver of the delivery wagon or the errand boy do what they are instructed, and deliver no goods to a credit customer unless they have the envelope tag, with enclosures, the goods must be charged. They can-

CREDIT

..... 190

FIG. 7.—CREDIT SLIP; PART UNDER LINE IN COPYING INK.

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not take a package without it getting charged on the books.

When a customer desires goods that are out of stock or not carried, the salesman makes out a requisition slip, as illustrated in Fig 8, which he signs and passes to the office. The original is 4x7 inches.

When goods are returned a return sale slip is used, printed in black on red paper; sales slip is white paper. It is headed "Return Sale" and following, "Please refund" with amount, and then "mention reason for return." Space is left for items of goods and at bottom date and signature of salesman.

The loose leaf ledger is employed and it holds from 600 to 800 accounts. The full size page is 11x11 inches, with four side perforations to hold in covers. The reproduction herewith (Fig. 9) will show the various columns. This ledger was gotten up according to the ideas of members of the firm to suit their special requirements. When an account has been inactive for six months it is removed to the binder. Should it at any time become active, it is but a moment's work to return to the ledger. However, the binder is as quick a reference as the ledger. The bookkeeper, being familiar with the accounts, seldom has occasion to refer to either ledger or binder; he knows in which one to look for a specified account.

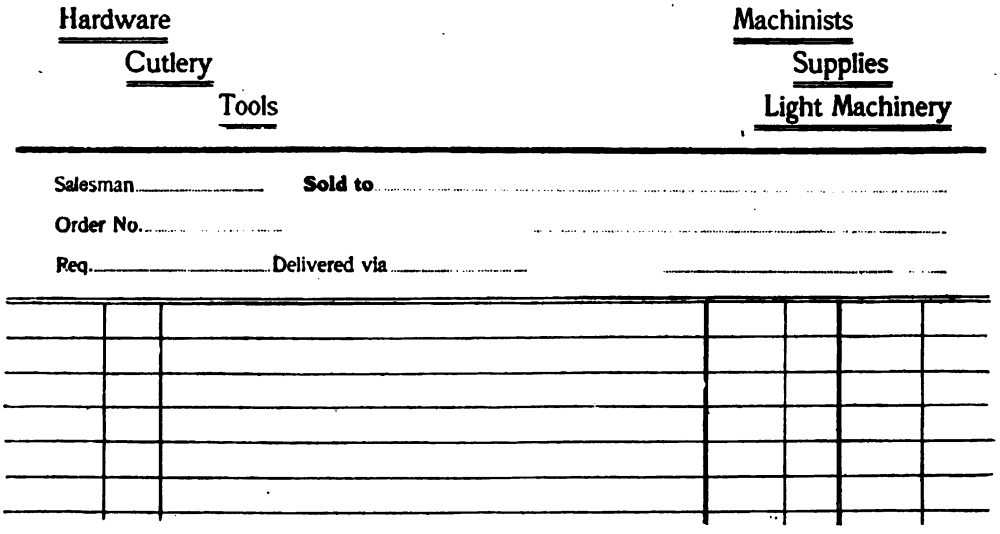


FIG. 6.—FORM OF REGULAR BILL MAILED TO CUSTOMERS, ALWAYS ITEMIZED.

INVOICE BOOK.

The arrangement of the invoice book is by months across a double page, and by alphabetical arrangement of concerns, from whom goods are purchased, down the page. This enables one to see at a glance the total amount of goods purchased during a specified month

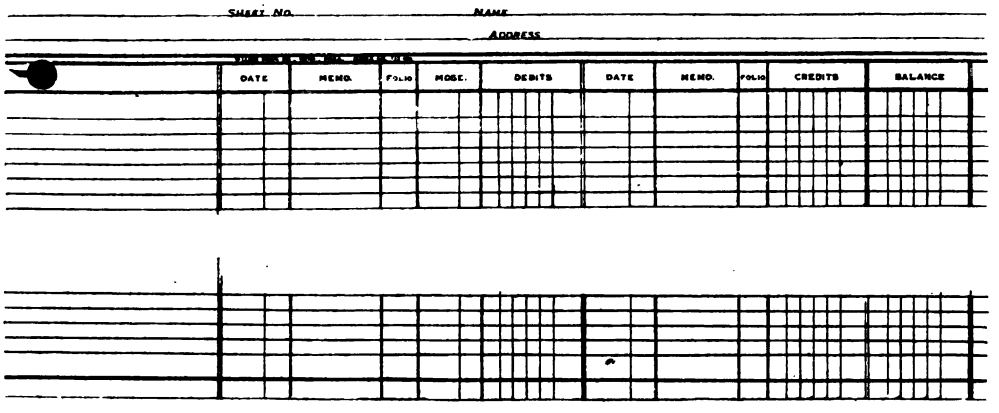


FIG. 9.—SHOWING RULINGS OF PAGE USED IN LOOSE LEAF LEDGER.

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from any one or all of the manufacturers. It also avoids pasting of invoices in a book, a tedious and cumbersome process. The bills are stapled together, covering a whole month's purchases. Being arranged as to date, ready reference can be had at all times, especially when talking over the wire. The bills are compared with statements.

The C. O. D. slips (Fig. 10), which are printed in red on a yellow paper to distinguish them, come to the office and a regular C. O. D. bill is made out in duplicate. The cashier puts it on a separate book and a regularly receipted bill is sent out with the goods. The slip is retained in the office. The driver takes the goods and the bill, turning in the cash when he gets back from delivery. The bookkeeper is responsible for the C. O. D.'s that are out. When the cash is turned in by driver the C. O. D. slip is destroyed. Should the party to whom the C. O. D. is sent be out, the driver brings back the goods and makes another tender the following day. The C. O. D.'s do not get entered on the books at all, being considered as cash sales.

Commercial Travelers' Interstate Prosperity Congress

There is scheduled to be held in New York on Aug. 14 and 15 the Commercial Travelers' Interstate Prosperity Congress. This congress has been inspired by a desire on the part of a large number of traveling men to demonstrate convincingly that prosperity in its true sense really abounds in the land, and that the present dulness is due to a lack of confidence. The idea is to make the commercial travelers the advance agents of prosperity. A large representation is already assured and every organization is requested to have representatives present. William Hoge, 280 Broadway, New York, is secretary of the organization.

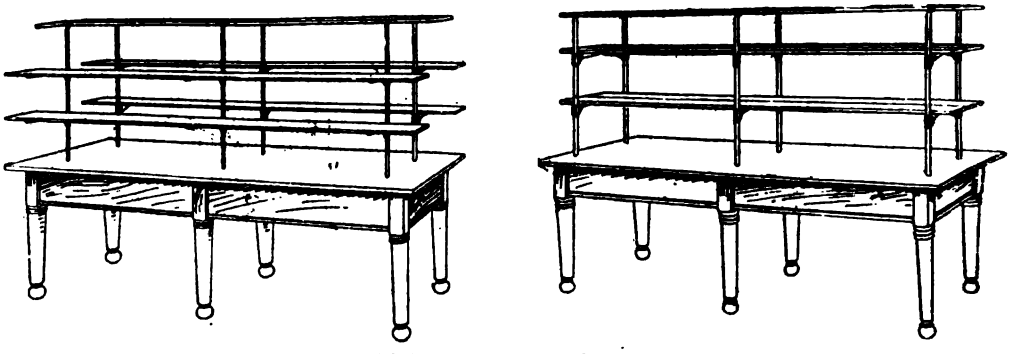
National Prosperity Association

The National Prosperity Association of St. Louis has been organized for the purpose of inaugurating a national movement for restoration of confidence and a general revival of industrial and commercial activity. The purpose of the association is to keep the dinner pail full, the pay car going, the factory busy, the workman employed and the present wages up. Mr. E. C. Simmons, of the Simmons Hardware Co., is chairman of the executive committee of the association. In a letter addressed to every one he takes an optimistic view of the future. The crop prospects are splendid, Kansas, for example, reporting a wheat condition of 105, something unprecedented. When some of the industrial plants and railroads were laying off men the workmen turned to the farmers for employment, with the result that large crops have been planted. The co-operation of every one is requested.

Handy Forms of Table and Shelves

There are often occasions that require the use of extra table and display space in the store. It is feasible to build up shelving in different forms on the tables.

Several very simple and practical methods of arranging the shelves on tables are illustrated. As shown in the drawings, the uprights are of tubular metal, with metal brackets for the holding of the shelves. This you will readily see is a very sightly and substantial method of construction. Then, too, the shelves are adjustable and can be raised or lowered to any height. This style of metal construction can be obtained from any fixture house. This same formation of shelving can be produced by the use of wooden uprights and wooden cross-bars. One illustration shows the shelves placed inside the uprights, thus forming same style of shelving above the table. The other illustration shows the same table with the shelves placed outside the uprights, forming a pyramid of shelves on each side.



HANDY TABLE WITH DIFFERENT SHELVES ABOVE.

Be sure to place the uprights very solidly on the table, as the shelving is apt to be called on to carry very much weight. The best method is to run the uprights through the top of table and extend five or six inches below, where they can be braced very strongly. The braces will be covered up by the sides or aprons of the table.

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LEFT SIDE OF MAIN FLOOR, L. H. KURTZ CO., DES MOINES, SHOWING RANGES, KITCHEN UTENSILS, ETC.

Whosoever is in a hurry shows that the thing he is about to do is too big for him. Haste and hurry are two different things.

"Rot," says the man who thinks advertising doesn't pay. "Dry rot," says the Receiver at the post-mortem.



RIGHT SIDE OF MAIN FLOOR, L. H. KURTZ CO., DES MOINES, IOWA, SHOWING ATTRACTIVE ARRANGEMENT OF SHOW CASES, SHELF GOODS, ETC.

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ARE GOODS WELL BOUGHT, HALF SOLD?

By R. W. SHAPLEIGH,
of Norvell-Shapleigh Hardware Co.

The two important principles in buying goods are entirely self-evident. They are as follows:

1. To have the goods you need when you need them.

2. Not at any time to have goods that you do not need.

This is a beautiful theory, but poor human nature cannot, in practice, absolutely meet these requirements. The buyer who keeps these maxims constantly in mind, and is not diverted by the bait of attractive prices, is the one who comes nearest to perfection in this matter. We superior men often laugh at the eagerness of the bargain hunter, who rushes down town to purchase something that she has seen advertised at a low price in the paper, when she doesn't need the article at all. She rushes to get it simply because it is cheap. But do we in our business adopt firmly the first principle above mentioned? After these comes, less in importance really, the question of price. Ah, price! How often does this little word obscure the buyer's vision to the exclusion of all other considerations? How often does he think that the mere figures given him represent the price?

What is the price? What goes to make up this item that seems to stand foremost in the mind of almost every buyer? If some one were to offer you an article at a price 5 per cent. less than some one else, has he offered you a better price, and should you, in justice to yourself, give him the order? Not necessarily so by any means. This matter of price is a complex affair and mere figures do not by any means constitute it all. There are many other things to be taken into consideration before we can arrive at the real price. The quality of the goods to be received must be looked into very carefully. Have you not often bought goods because the figure on them was very cheap, only to find that they are poor in quality, badly packed, slovenly in appearance, and really dear at any price? The promptness with which the shipments are made is, in this age of quick service and frequent orders, a thing greatly to be desired. The completeness with which the order will be filled is also a vital question. Many times, I am sure, have you paid a little higher figure in order to get all the goods you ordered. The character of the packages and the attractiveness of the labels on these packages is a point often not thought of, but of much importance, in order that the goods may present a pleasant appearance on the shelves. Also the manner in which the goods are packed in cases and the condition in which they will reach you should not be overlooked. Again must be taken into consideration the reputation of the house for shipping honest, full weight, full size and clean, fresh, up to date merchandise, and the reputation of the house for prompt and fair adjustment of any claims.

All these items constitute service. Consider the reputation of the house for good service and honest dealing generally. All of the above are as much a part of the complete price as are the figures, and a careful consideration of them all is necessary in order to buy goods well. Is it not within the experience of each of you that you would prefer to pay a little higher figure when you know that you will get good service, good goods and good treatment in every particular?

It is a well established principle in business that good service is part of the price and should be paid for even to-day under the closest supervision by law. Some railroads are allowed to charge a higher price for the same haul on account of their giving better service.

In this age of close competition and close scrutiny the jobbing Hardware house must be right in price to be successful. Indeed, there is no margin in this business for a serious difference in mere figures between reputable concerns, although there may be a vast difference in the other items mentioned as comprising the complete price. The margin of profit made by jobbing houses to-day is extremely small, and the dealer who says he can buy at 10 per cent., or even 5 per cent. cheaper from one reputable concern than from another reputable concern on an assorted purchase, is indulging in a large consignment of "hot air," or else is very ignorant.

PLACING ADVANCE ORDERS FOR GOODS.

Referring to the first principle to adopt that goods may be well bought, viz., to have the goods you want when you want them, it is very necessary to look ahead and to place orders for seasonable goods in advance, so that they may be in stock when you need them. Manifestly, if all waited for the opening of the season and all ordered this seasonable item at practically the same time, the stocks of the jobbers would quickly be broken and many dealers would be disappointed. The burden of this is borne by the jobbers, as they give a future dating on such orders. There has been some argument against the policy of placing future orders, but it is all false. Future orders are necessary, since it is physically impossible for the factories to supply the demands of the trade for seasonable goods unless they receive their specifications long in advance of the season and have an opportunity to make up and assemble the goods. It is quite evident that a careful observation of all the

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above mentioned rules will surely result in goods being well bought.

BUYING AND SELLING.

Now, let us now turn to the second portion of our text, and see if this careful buying will result in their being half sold. I am not at all prepared to say that this is true, for no matter how well goods may be bought, they will not sell themselves, and while good buying certainly does help to sell, it seems foolish to think that it helps out to the extent indicated in the text. In my judgment, the selling of goods in the proper way, is a more important and difficult operation than the buying. The buying is done, usually from houses of such a character that they will take the proper care of the orders of their customers voluntarily but when it comes to a matter of selling, the whole burden lies on the merchant himself. Therefore, it is the most important feature of the business, and the disposing of his stock at a proper profit the most important and difficult part of the proprietor's duties. Even if it were true that goods well bought were half sold, no live merchant would be content with that. He would want the remaining half well sold, and the last half is much harder than the first half. It is with considerable regret that I cannot adopt the whole proverb as being absolutely true, but I know how difficult it is oftentimes to properly dispose of goods, be they never so well bought. Let us, therefore, attack the selling problem with more vigor and intelligence than heretofore. Let us give more thought to this feature of the business than we have done in the past.

Is it not true that it is much easier to buy than it is to sell? If it becomes known that any person desires to buy an article—a horse, a house and lot, or even any small item—he is immediately besieged by sellers of all descriptions, and often he is puzzled to know from whom to buy. How different it is when one has a horse, or a house and lot to sell. He often finds it takes a very long time to find a buyer, and then they want to get it for less than it is worth.

HAVE AN INVITING STORE.

It is not in my province to attempt to give you experienced merchants any advice as to how to sell your goods. You know how, much better than I, but from general observation it has become impressed upon me that the most successful retail merchants are those whose stores, in the first place, are most attractive: stores in which the atmosphere, as well as the floors and shelving, is clean and sweet; where the ladies are welcome, and where the surroundings are such that they are glad to enter; stores where the clerks are neat and clean in their appearance; polite and attentive in their manners; where they are not smoking or chewing tobacco, or talking politics; stores where the shelves are filled with neat, clean, attractive packages, and where the proprietor is visible in the front part of the store, looking after the interests of his customers, and by his presence indicating to them that they are his first consideration. This in contradistinction to the proprietor who is rarely visible in the front part of his store, but spends his time in his office figuring over invoices and bills in an endeavor to buy goods cheaper, rather than interesting himself in adopting new and taking methods of selling goods, and being willing to spend a little money in that direction, if necessary.

I have noticed also that the most successful stores are those in which the clerks are well posted on the talking points of the different articles, and where they know the practical and everyday use to which these articles are put. People like to deal with those who can talk intelligently about the merits of an article, and who seem, at least, to know more about it than they themselves do. Many times a person will go into a store in search of information as to what he needs in order to do a certain thing. If he receives intelligent, practical advice, he will buy, and come back again. If not, he will not buy, and probably never come back. Pictures are very well in their way, and interesting, but the goods themselves, particularly in the Hardware and kindred lines, seem to have a fascination for the average person that is hard to overcome, and the proper displaying of one article is better than ten pictures.

The first impression that one receives is sometimes very strong, and the impression made on a passer-by by a beautiful, harmonious show window—a window in which everything is neat and clean and good, or where some striking novelty is shown, an index of the character of the entire establishment, is too valuable an asset to be overlooked.

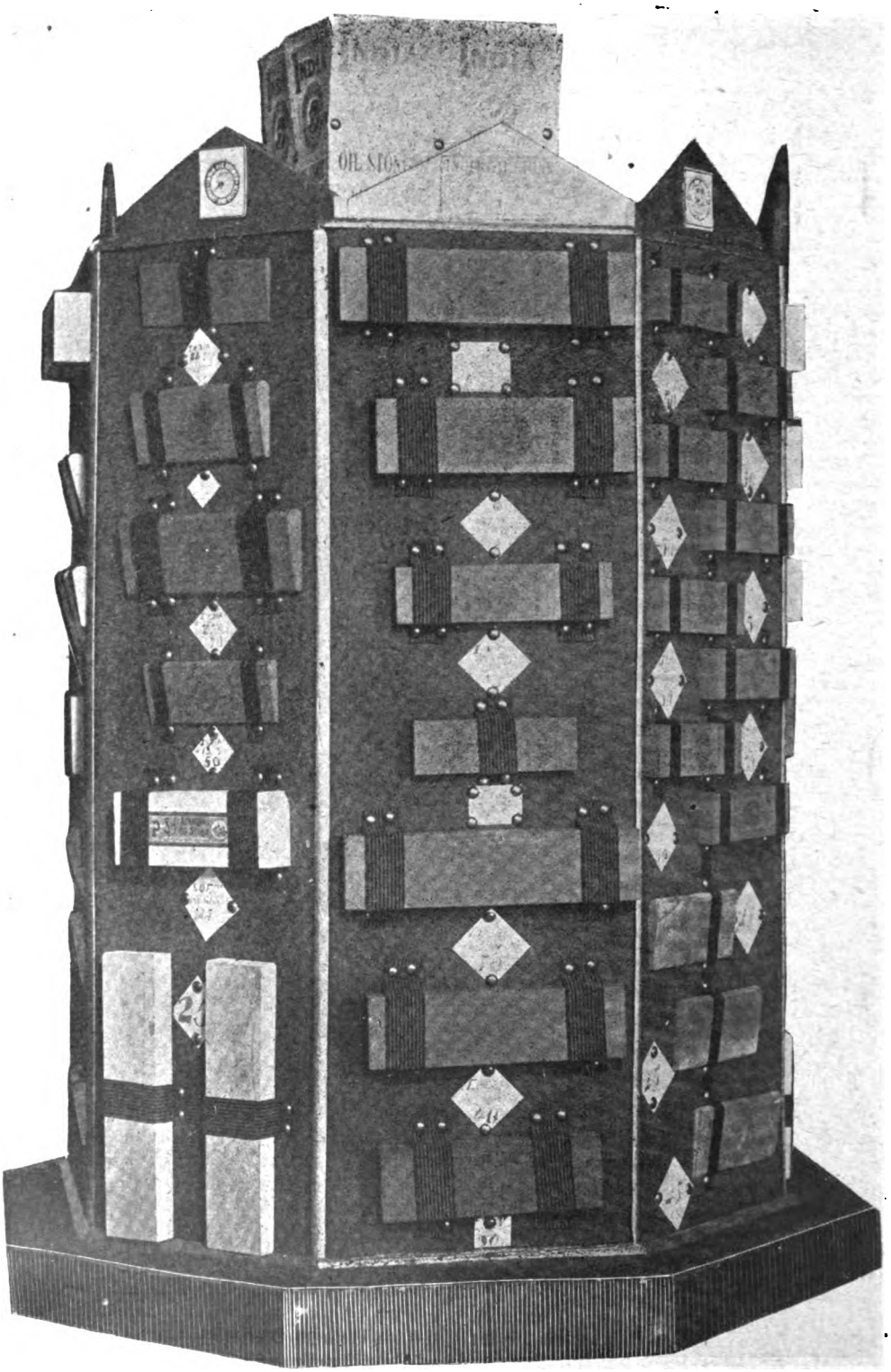
While my argument is not proven that "Goods well bought are half sold," let us not forget at all the real importance of buying them well. It is your duty to yourself to purchase your goods at the lowest price, and it is a part of the business that cannot be slighted in the least degree. But in considering as to what is the lowest price, let me urge you to take into your reckoning all the points above mentioned. Then after having done your duty with respect to the buying, use your best intelligence and energy in selling. Then will your goods not only be well bought, but well and completely sold.

Generous

The young husband looked up a little dubiously from the household accounts. "By the way," he asked, "how are you getting on, love, with the new Hardware dealer?"

"Oh, delightfully," the bride replied. "He is the most generous man! Do you know, Harold, whenever I order a 2-quart bucket he sends me a 6 or 8-quart size."

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AN OILSTONE DISPLAY STAND BY MAX ELLIOTT.

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An Oilstone Display Stand

The displaying of Oilstones in a way out of the ordinary and in a manner to attract attention and sales seems to be difficult for many dealers. The stand shown herewith is the work of Max J. Elliott. He describes it as follows:

This stand will be found very useful in stores where inside displays are used, and that should be all of them. This is one I made in just twelve hours and waited on customers between times. The twelve hours, however, is actual time spent on the stand. The cost of this stand was $1.25. It is not only an ornament to the inside of a Hardware store, but useful. It sells goods—that is what we all want—and any clerk desiring to help himself up the line should try this oilstone stand and see if it does not help the sale of that particular line.

This stand presents a rough looking photo, because I made it in great haste. Don't you do that; never undertake any display work, to hurry through with it, because it will surely be neglected. We had just received a shipment of oilstones and needed some place to show them. All show cases were crowded. I had this stand in mind for some time, so I proceeded to make it as follows: For a body I used empty glass box boards; for a base 1-inch dressed lumber. The octagon body is covered with a bright red canton flannel. Black elastic with brass head tacks hold the oilstones in place; white cardboard bearing name, size, number, cost and selling price is underneath each stone. Each panel in the octagon measures 8 inches. The white strips in the photo are ¼ inch beading, bronzed and tacked on. The stand was made in three sections; the large octagon drum, which measures 32 inches from bottom ledge to top, was made first. Then another octagon board made that would give a 2-inch ledge at the bottom, with a 1-inch pivot screwed in center of this board; then I nailed this latter board on the base of the large octagon drum, and put four ball-bearing casters on the bottom. I then made a large square board with sufficient surface to allow the octagon to revolve at will, with a hole in the center for the pivot, or guide, as the casters will carry the weight.

In order to conceal the casters from view, I tacked thin pieces of empty chisel boxes around the large board, allowing them to clear the large square board about ¼ inch. Then, to trim the top hurriedly, I made the pointed boards of empty chisel boxes and tacked them over each panel. The small boards around the bottom are also bronzed. On top I used some advertising matter, tacked on a square block to give a good effect. The colors of red, black and gold appeal to the eye the moment a customer enters the door, and whether he is a user of oilstones or not the impression is made upon him that you carry a good line and display them in order to attract attention. The good mechanic's eye will be caught immediately, and many sales made that would not be if the goods were in a show case or under the counter. Always sell the stone selected by a customer from the stand, replacing the one sold with a clean one from stock. In this way the samples on the stand are kept clean and attractive all the time. This stand should be placed on the end of a counter; in this manner a customer can see more of the stand at one time. Should any one care to go to the extra expense—which is very little more—each panel could be hinged with V-shaped shelves inside and the surplus stock carried there; but I advise the solid stand because it is attractive, inexpensive to make and not too heavy. If the stock were inside the weight would make it very inconvenient to move; as it is, one man can carry it from one counter to another. Any one desiring to know anything further in regard to this or other Hardware displays, I will be glad to communicate with them if a letter is sent care of HARDWARE DEALERS' MAGAZINE.

Get After Newly Married Couples

To the Editor:

We are enclosing circular which we mail out each to the lady and gentleman who are to be married in the near future; by watching our newspapers we notice all announcements. We call on our county clerk, who is kind enough to give us the names who have taken out marriage license. Then we get busy mailing out the circular. Of course, we do not catch them all. Sometimes a customer calls with circular and has the items that are wanted checked off. We frequently get quite a bill out of them.

HOFFERKAMP BROS.

To the Editor—The circular to which reference is made is printed in imitation typewriter type, on their letter head. Space is left at the top for the insertion of name and address. Down both sides and below the letter are listed a number of articles used in and about a house. The letter follows:

> We take the liberty of presenting you with a memorandum list of our Ranges, Hardware and cooking utensils and will take great pleasure in showing you what we have. Our stock is all new and prices low enough to start you in right. Having had 16 years' experience in the business it enables us to buy and sell you the best.
>
> Thanking you for a call and wishing you success and happiness, we are, Yours respectfully,
>
> HOFFERKAMP BROS.,
> Kitchen Outfitters.

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Simpler Discounts

To the Editor:

Emerson & Fisher, Ltd., in HARDWARE DEALERS' MAGAZINE for April, in general, agree with the writer that trade discounts are, generally speaking, for the good of the trade, and are with us to stay. All will agree, I think, that some discounts are absurd and annoying, as they state "42½, 16⅔, 2½, 10, 10, 5 per cent., but 60 and 10 per cent. would have been easy.

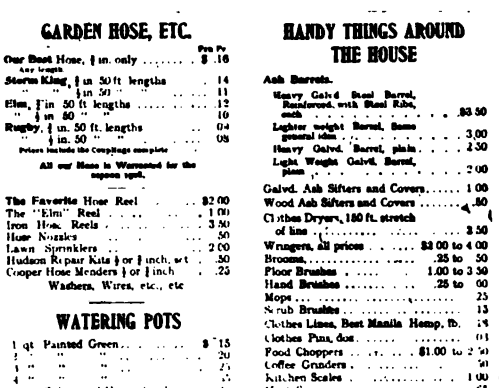
A majority of the retailers who want to buy goods net, eliminating all discount, are what the salesmen call "easy," and rather pay a little more to have the jobber figure discounts for them, and furthermore are not accustomed to making up combination discounts or figuring net on the same.

I knew a retailer who refused to buy pump cylinders at 80 per cent. discount, but was pleased to buy the next day at 50-50 and 10 per cent., and salesmen often use these combinations to satisfy a retailer and fatten their profit account.

The average retailer would pay from 15 to 20 per cent. more for bright wire goods if he bought net than if by discount, and was posted as he should be, and this applies to many small items in the Hardware line.

Taking prices as a whole as figured to-day, even with occasional complex discounts, the trade is better off than with all net prices, and sometimes confusing discounts are a help to profits, as I cited in HARDWARE DEALERS' MAGAZINE of March regarding steel goods.

M. E. F.



GARDEN HOSE, ETC.

	Per Ft.
Our Best Hose, ½ in. only (Any length)	$.16
Storm King, ½ in 50 ft lengths	.14
" ½ in 50 " "	.11
Elm, ¾ in 50 ft lengths	.12
" ½ in 50 " "	.10
Rugby, ¾ in. 50 ft. lengths	.04
" ½ in. 50 " "	.08

Prices include the couplings complete

All our Hose is Warranted for the season 1908.

The Favorite Hose Reel	$2.00
The "Elm" Reel	1.00
Iron Hose Reels	3.50
Hose Nozzles	.50
Lawn Sprinklers	2.00
Hudson Repair Kits ¾ or ½ inch, set	.50
Cooper Hose Menders ¾ or ½ inch	.25

Washers, Wires, etc., etc

WATERING POTS

1 qt Painted Green	$.15
2 " " "	.20
3 " " "	.25
4 " " "	.35
4 qt Galvanized Heavy Steel	.40
6 " " "	.50
8 " " "	.60
10 " " "	.75
12 " " "	.85

HANDY THINGS AROUND THE HOUSE

Ash Barrels.

Heavy Galvd. Steel Barrel, Reinforced, with Steel Ribs, each	$3.50
Lighter weight Barrel, Same general idea	3.00
Heavy Galvd. Barrel, plain	2.50
Light Weight Galvd. Barrel, plain	2.00
Galvd. Ash Sifters and Covers	1.00
Wood Ash Sifters and Covers	.80
Clothes Dryers, 150 ft. stretch of line	3.50
Wringers, all prices	$3.00 to 4.00
Brooms	.25 to .50
Floor Brushes	1.00 to 2.50
Hand Brushes	.25 to .00
Mops	.25
Scrub Brushes	.13
Clothes Lines, Best Manila Hemp, lb.	.18
Clothes Pins, doz.	.01
Food Choppers	$1.00 to 2.50
Coffee Grinders	.50
Kitchen Scales	1.00
Meat Saws	.65
Family Cleavers	.25

Pails, Tubs, Baskets, Washboards, Coal Hods, Rat and Mouse Traps

Booklet Advertising

Daland & Co., Inc., Salem, Mass., have issued a little sixteen-page booklet 3¼ x 6 inches in size, bound in colored paper cover. The goods enumerated in this booklet included garden tools, seeds, watering pots, door and window screens, sporting goods, children's carts, lawn mowers, hammocks, cutlery, paints, etc. There are no illustrations whatever in the book, simply a line giving the name of the goods and the price extended. The firm informs us that they have found this a splendid means of advertising. We are reproducing in this connection two of the pages which will give an idea as to the appearance of the pages. In the introductory to the booklet they state that they will deliver purchases of one dollar and over free of charge in quite a number of neighboring towns. Prices are guaranteed until September 1. The results have been so satisfactory with this booklet that they intend to issue it every three months, increasing the size and listing seasonable goods.

French & Linforth, manufacturers' agents, who have been temporarily located in Oakland, Cal., have moved back to San Francisco and are now at 408 Wells Fargo Building, Second and Mission streets.

June Trade Schemes

Early in June you could begin to awaken an interest in the Fourth and your offering of goods for that occasion by sending up from in front of your store every night a balloon to which is attached an envelope containing a coupon entitling the finder to say $2 worth of fireworks free upon presentation at your store any time after July 1. The names of the finders of the coupons would help to make a window display interesting, and as the list of names grew so would the interest increase. That interest ought to be so manipulated as to make it reflect a corresponding increase in your sales.

June is the month of commencements. Can't you inaugurate a contest to decide perhaps the most popular girl graduate from your local high school? One vote could be given with, say, every 10-cent cash purchase. To start things right, you might cast enough preliminary votes for each of the girls to arouse immediate interest after you posted the bulletin of "the vote as it stands to-day" in your show window.

Make Your Own Ice Cream.

Costs but a trifle and takes less than five minutes with the White Mountain Freezer.

Easy to operate, quick freezing, takes but very little ice and produces a delicious, smooth and even-grain cream.

A four-quart freezer, the favorite family size, costs but $2.65. Will last for years. All other sizes in stock.

The Tracy, Robinson and Williams Co.,

78-80 Asylum St., Hartford, Conn.

A GOOD TYPE NEWSPAPER ADVERTISEMENT.

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Pacific Coast Hardware Cruiser

San Diego, California.—While the specially decorated windows in this city, incident to the visit of the great fleet of battleships which has just completed its world-renowned cruise around Cape Horn from Hampton Roads, under the command of Rear Admiral Evans, are numerous and interesting, there is none more so than that of the Reed & Wyman Hardware Co. This enterprising firm has prepared a window specially appropriate to the fleet week celebration, and it is most novel in construction.

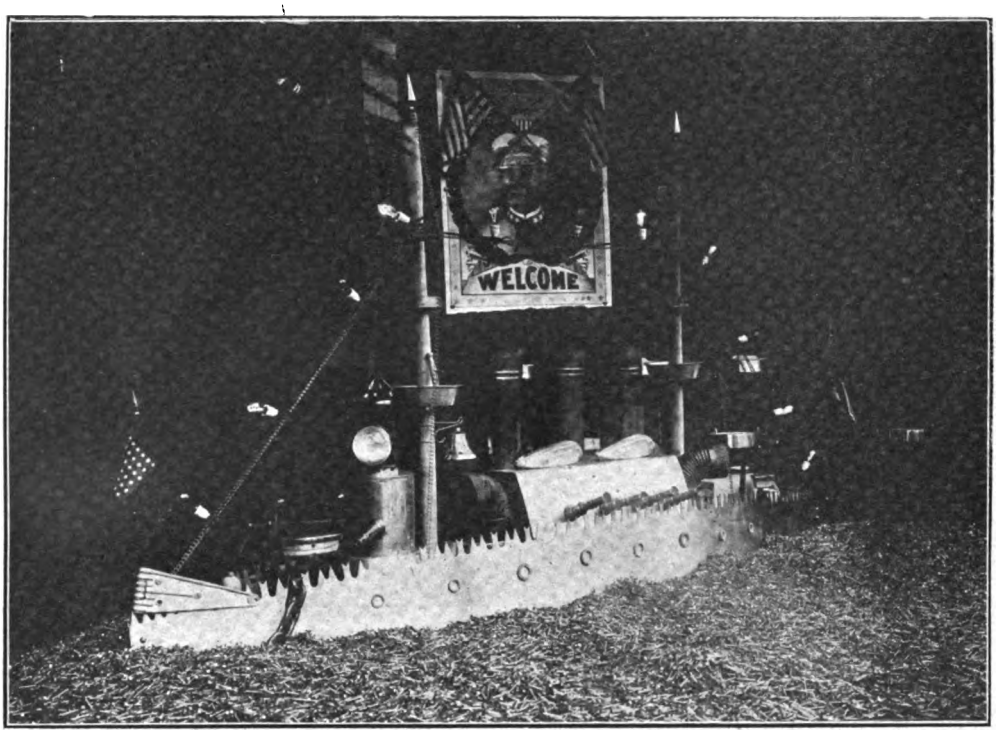
The design represents a fully equipped warship. The sides are made of two cross-cut saws, joined at the ends, for the bow and stern of the craft. Along the sides of the unique feature is the heavy sea in which the cruiser appears. This very realistic water, with its rolling crests, is made up of myriads of small nails.

This novel device has attracted hundreds of the fleet week visitors and many have been the favorable comments passed upon it.

Allen H. Wright.

Your Bank—And You

Why is a bank so commonly the most prosperous business institution in town? On his "goods" your banker makes but, say, 6 per cent.; and on your goods you make, say, 25 per cent. Why ought not the difference in prosperity to be in your favor? The bank keeps its dollars moving—tries at any time to have on hand no more "surplus stock" than



Pacific Coast "Hardware" Cruiser by Reed & Wyman Hardware Co.

"armored" ship thus made are glued washers to represent the ports. From davits made of brackets hang small sad irons, for the cutters.

The "cruiser" is well mounted in the way of guns, for from each side of the amidships project very formidable appearing hose nozzles. The turrets are made of tinware and more nozzles stick out aggressively. Bicycle lamps serve as the lighting power for the craft. The masts are simply axe helves and the lines are small dog chains.

In the conning towers and on the decks appear sailors and marines made of very ordinary clothespins, with small nails in their sides for arms. The smokestacks are made of lengths of small stovepipe. Another very

will safely avoid being out of the "goods" when called for by the customer.

Applying that same principle in your own business, what might results not be—considering your larger margin of profit? But this is so simple and sure that too many merchants will go on ignoring it. It is strange but true that the easier and simpler the remedy, the more we doubt its worth. Human nature seems to demand something complicated and mysterious—something always in the distance and never right close at hand waiting to be improved to-day. But you can't get away from the fact that the policy which makes the bank successful applied to your own "goods" would make you proportionately successful.

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Circularizing for Business

The department of a business which should be pushed the most is that of collections, and one which we consider the most important of all. No business, in our opinion, can be run on a strictly cash basis, and to neglect accounts will ruin any concern, no matter how much capital may be behind same.



AN "OPENING" ANNOUNCEMENT.

We began business with a very small capital and had to depend upon turning our money over frequently, or take passage with some other concerns up Salt River. By treating our customers courteously and giving full value for the money, one-half the battle is won. When a customer is in hard circumstances, always be as lenient as possible with him, and he will not only pay you but will bring you many new customers. There are about 1 per cent. of our customers whom we find will not pay unless we send a "Snapper," which, by the way, is a special letter we have. Unless the account is paid, it will cost them more in the end. Nine-tenths of these customers settle with us, but we lose their future trade, and we are just as well off without it. Don't neglect your collections.

We enclose a few of our ads, which have proven winners.

HECKLER BROS.

Editor's Note—Several circulars are enclosed. The personal equation in this advertising is strong, for one of the young men talks frankly to the public that he is soon



ANNOUNCING AN ENGAGEMENT TO THE PUBLIC.

to lay aside single blessedness. A circular, 9½ x 11 inches, is used so that it is easily read. Another circular entitled, "Why," is 8 x 17 inches, and announces the opening of their store. It is a good talk to the prospective customers. Other circulars also contain the likenesses of the partners, so that wherever either of them are seen people will at once know that they are the ones who have been seeking their patronage. A commendable feature is the good quality of paper employed and the good printing. We dislike to make adverse comment on much of the printed matter that comes to the editor's desk, but most of it is poorly printed, cuts do not show up properly and on account of the cheap paper poor results, typographically, are secured. Is it any wonder that some Hardware dealers find that this class of advertising does not bring satisfactory results?

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HARDWARE WINDOW DISPLAYS

How to display Hardware properly seems to be a subject that confronts many who would like very much to handle it properly but cannot, owing to their lack of actual study on this one thing. Displaying Hardware, especially tools, is a profession or trade within itself and means hundreds of dollars' loss each year to the firms that do not use their show windows to advantage. Almost five years ago I began the study of this important branch of the Hardware business and since that time have discovered many things connected with it that are of value. Within the past few years the Hardware merchants are awakening to the fact of how valuable a show window is, and are growing more and more enthusiastic on the subject; but there is more to come, for there are hundreds and possibly thousands of Hardware windows that are badly neglected, and to the proprietor let me say that many of you will lecture the buyer on proper buying, will roast the advertising manager and advocate good stockkeeping, etc., but never will you consider how many dollars are actually lost, because he doesn't study the value of properly displaying Hardware. Now, almost any man connected with the selling force can put in a display, and a poor one is better than none at all. There are a great many stores who have not any—but why go on with a poor non-selling window by saying, "Oh, well that is good enough." I emphatically say, "No, it is not good enough." To-day the majority of Hardware firms in this country can increase their sales by simply applying some reason and consideration to their show windows. It is my intention to put before the Hardware trade, through the columns of this valuable MAGAZINE some information that may prove valuable. If followed, you can rest assured it is all from actual experience and study (and that, we must admit, is the best teacher), I only consider myself well started. In this issue I will only give a few suggestions for those who are interested, or would like to become so. I would like to hear from some of the trade in a personal way; we can prove beneficial to each other possibly. Some may differ in opinion in regard to window displays, but do not argue from a mere thinking point but from experience. Try a thing; then you are in a position to express yourself. In any of my articles I will be glad to hear from the fellow who might differ with me, for in this way we both learn something.

The most important thing to be considered when you begin to design a window display is to be original and make your design attractive. It will be a seller, for the selling power is what it takes behind the original idea to make the window a success. Now, consider these three things and figure out how it is best to carry out the original idea you have, bearing in mind to always classify the goods to be shown. Do not scatter them; always arrange the goods in an artistic manner. Change your windows at least every two weeks. An old window is like an old loaf of bread. Also bear in mind it costs money to trim Hardware windows properly, but it is money well spent. If you have a system for trimming your windows, you can sometimes keep your side, back and end walls trimmed and renovate the floor. By my system of trimming windows I usually have one display behind the other. In this way I save a great deal of time when changing. It is not always the most elaborate window that sells the most goods, but this is due in every instance to the window not having enough goods displayed, or else not classified. You cannot get too much in a Hardware window when it is done properly, and the elaborate window is always best when you keep it classified and arranged in an artistic manner.

Do not let your background design take up the space needed to show goods; however, have a background that will appeal to the eye. This can best be accomplished by studying the combination of colors. White should only be used to show goods on when red or black is used at the same time, as a background, as it soils easily. The greatest color of all is a bright red. When you use it, however, always let the red predominate over some other color. A solid red window looks cheap, no matter what your design may be, but oftentimes a simply designed window can be made a good seller by using some other color, with red predominating. There is only one color that can be used solidly in a window and with good results, that is green of heavy shade. When this color is used in this manner, be sure your goods are arranged very artistically. Use plain walls, or plain boards, and let the arrangement of goods attract the attention. This is a most difficult window to make in order to sell goods, but when put up properly has a fine effect. Never use the floor for extra heavy tools. When the walls are trimmed with medium weight goods, I find the best way is to use the floor for small tools at all times, unless you are giving a heavy tool display; then do not use your walls at all, as the small goods would not be seen. One large show card in a window is sufficient, with as few words as possible; sometimes it is well to use small cards to call attention to something special. Use neat cards with plain letters, as no fancy lettering appeals to the mechanic, as a rule. The same criticism applies to price marks. I advocate pricing goods that are displayed, and will explain more along this line in a future article on pricing displayed goods. Never use a rubber stamp to make prices. Always use a pencil brush and paint. When a stamp is used, you make the impression that you sim-

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ply priced the goods in order to hurry through with it, and it looks cheap. When you use a brush and paint on a neat card with plain figures, you leave the impression that each price was made especially for that article on which the price is placed, and calls attention more quickly to the value of the goods. In this way you are more likely to make sales. Never figure on making a Hardware display hurriedly. The old adage of "Haste makes waste" well applies to this. It is the small technical things that count most in displays, and unless you are gifted with plenty of patience you will never make a success of displaying Hardware. The nearer the end of your work the closer you must pay attention, for then is the time you are most likely to make mistakes that you will regret. The big things will take care of themselves, but the little ones must be looked after.

Of all criticisms I have to make in regard to window displays and one practice that I condemn absolutely is the use of glass to show goods on, especially tools or cutlery; when you place anything bright made of metal on a piece of glass, you detract from it. Now, if you doubt this, just for an experiment, take six pearl-handle pocket knives, open the blades and place them on the glass top of a show case. Then get a colored piece of cloth (any solid color will do), take six knives of the same pattern as the others and place them on the cloth, near the ones on the glass, and you can readily see how much more attractive the ones on the cloth appear than the ones displayed on glass. The reason for this is the light comes in under the glass and absorbs the brightness of the knives, while on the cloth the light strikes the bright goods and reflects; therefore, we get better results from the solid background. In this article I have only touched displays in a general way, but in future I will endeavor to bring out the good and bad points of some particular subject, in regard to displaying certain tools, the arrangement of certain things, etc., and I will be very glad to communicate with any firm or individual who would care to have the benefit of my experience and study along this line.

MAX J. ELLIOTT,
1914 11th Ave., N., Birmingham, Ala.

John E. Davis, Butte, Mont., in his sporting goods catalogue presents a variety of different shot guns, rifles and fishing tackle. At the end of the book is given a number of places where there is good fishing and hunting.

Resolutions were adopted last month by the Missouri Retail Hardware Association on the death of the late president, Mr. William H. Hahn, of St. Louis. Mr. Hahn was president of the association during the past fiscal year.

From the Advertising Manager's Standpoint.

C. S. Redfield, advertising manager of the Yale & Towne Mfg. Co., New York, recently delivered an interesting address before the Chicago Trade Press Association and Space Club. In part of the address he paid particular attention to the trade papers. We present some excerpts herewith:

"Each year, in the latter part of October, I gather up all the trade papers in which we are advertising, and add to these other papers which (for one cause or another) have been brought favorably to my attention during the year.

THE GOOD MEDIUM MUST INTEREST ITS READERS.

"I spend a day or two reading the news and 'near news' which they contain, reading their advertisements, trying to decide why any sane, thoughtful individual should pay $5, $3 or $1 (as the case may be) for the privilege of having the publication put on his desk weekly or monthly. The papers which have been taken off my list after this review would surprise some of their publishers. It seems to me that if I am unable to find anything of interest (trying to look at it from the reader's point of view), the publication cannot be one profitable to the advertiser, even though it may claim to have a fair circulation.

GOOD AND BAD READING NOTICES.

By editing a paper in the interest of your readers, I do not mean that you should exclude the cuts and reading notices furnished by enterprising advertising managers. Far from it! I should feel sad indeed if publishers declined to take the same view as myself regarding news about new goods, processes, shop happenings and changes. Nowhere, however does the line between news and mere rubbish need more careful attention on the part of the publisher than in these same reading notices.

THE GOOD TRADE PAPER INDISPENSABLE.

"I want to express my great appreciation of the good trade paper, and the splendid work it does for its readers and advertisers. There is a most decided want to be filled, and it fills it. Business could not go on properly without it. The manufacturer looks to it to talk to just the people he wants to reach—with practically no waste circulation. The subscriber looks to it for advice in his purchasing and selling, the arrangement of his stock, the management of his store and the keeping of his accounts; the good trade paper gives him all of these things. The merchant and the manufacturer should count it among their greatest blessings that there is to-day at least one good and indispensable trade paper in practically every field.

The manufacturer who overlooks his trade paper, the merchant who fails to take one or more, are deliberately handicapping themselves on the road to success."

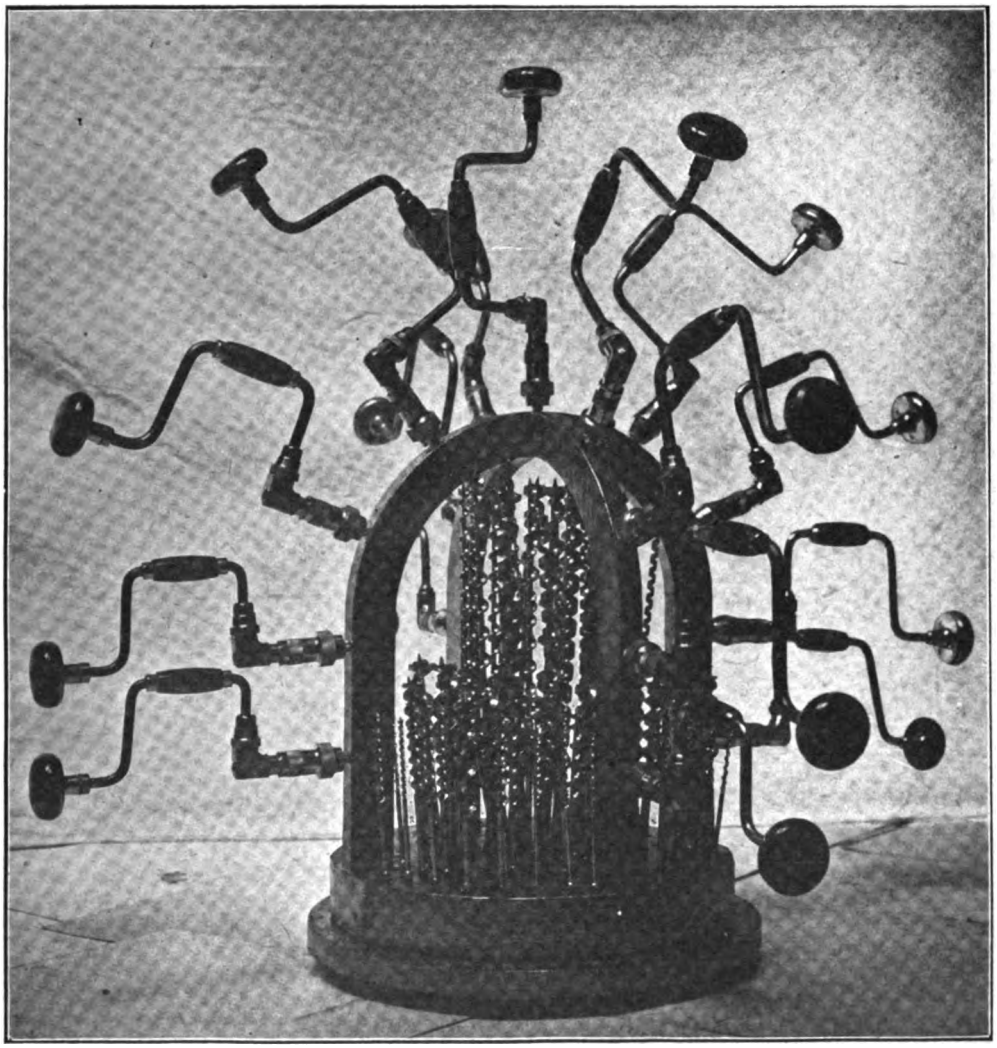
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Brace and Bit Stand

In the accompanying illustration is shown a simple, novel and very effective method for displaying braces and bits. It is the work of Max J. Elliott, whose description of the stand follows:

The photo of this stand will almost tell its own story, but in order to guide any one who cares to use one like it, I will give measurements, etc; but, bear in mind the fact that it can be made on a larger or smaller scale, as it would require the entire stock of some of the smaller retail stores to trim the stand. At any rate, be sure to use as many bits as you can possibly spare from stock.

This stand has a capacity of 17 braces and 90 bits, is made in two sections, the round base and the top circular section. The entire height, including base, is 32 inches; the round piece used for a base is made of 1-inch lumber and measures 24 inches in diameter, has a 1-inch hole in the center for the pivot, which is on the bottom of the perforated board. The circular-shaped pieces on which braces are displayed are 3 inches wide and are made of 1-inch dressed lumber. The space from top of perforated circle to the inside of the center at the top, measures 21 inches, allowing space enough to show the large car bits. Nothing over an 18-inch length bit can be displayed here. Furthermore, if the stand were made to display the extra long and heavier car bits, it would be entirely out of proportion and, instead of having a good effect, it would be very unattractive. The braces are held in position by means of a 20-penny nail driven in the edge



A GOOD BRACE AND BIT STAND.

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of the circular pieces, and heads cut off, allowing about 2 inches of the nail to project from the wood. The boring of the holes in the circular board should be three or four rows of large holes in center and smaller ones out to the edge. Use four ball-bearing plate casters on the bottom of perforated board containing the bits. The casters are made invisible by means of a galvanized iron band tacked on the edge with brass head tacks and clearing the circular base about ¼ inch. The casters hold the weight, and enable one to turn the entire display at will. The pivot in center under the perforated board holds the stand in place. This entire stand is bronzed, but I advise red enamel as a better color. It appeals to the eye much quicker. The stand can be used in the window or on a counter for inside displays. Use round price cards suspended from the sweep of the brace and marked on both sides; do not mark the bits. This photo does not show the braces marked, for the reason the stand was dressed purposely for the photo and then dismantled and placed in the show window.

Any one desiring further information in regard to this or other Hardware displays I will be glad to communicate with them. Letters can be sent me in care of the HARDWARE DEALERS' MAGAZINE.

What an Ad Is For

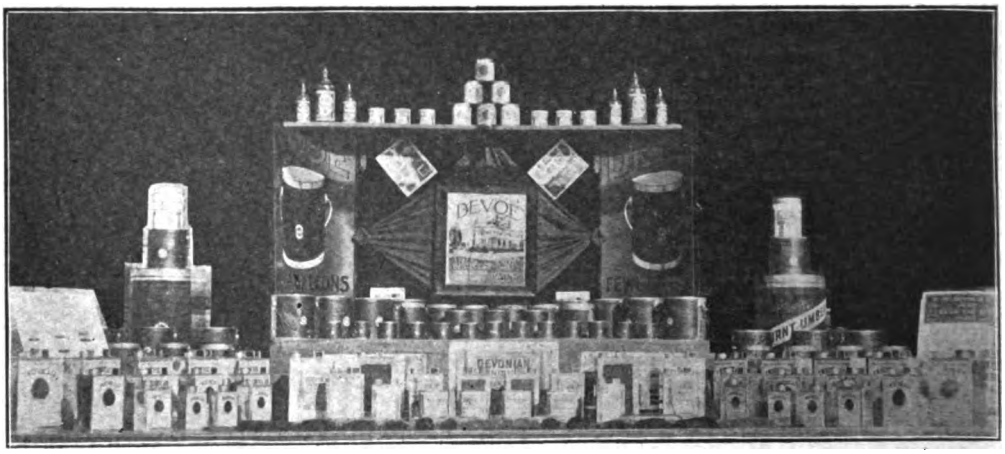
There's nothing on earth so mysteriously funny as an advertisement. The prime, first and last, and all-the-time objects of an advertisement is to draw custom. It is not and never will be, designed for any other purpose. There are times when you couldn't stop people from buying. It makes light work for advertising, for a chalk sign on the sidewalk could do all that is needed, and a half-holiday six days in the week, but who wants to favor an advertisement? They are built to do hard work and should be sent out in dull days when a customer has to be knocked down with hard facts before he will spend a cent. That's the end and aim of advertising and if ever you open a store, or start a business, don't try to get customers to come when they are already sticking out of the windows, but give them your advertisement right between the eyes in a dull season.

Paint Window Display in Maine

We enjoy reading your magazine and derive a great deal of pleasure and knowledge from the very useful suggestions we obtain in almost every issue. We are especially interested in the various window displays that you show from time to time. We take pride in the appearance of our windows, and consider them some of the best advertising that we do. We are sending you a photo of our paint display which we have just shown, and which was arranged by our clerk, H. S. Wakely. The photo does not do justice to the display, as it fails of course in conveying the color scheme which was orange, black and red. The background of the center piece is of black velvet. The drape is red cheese cloth; the base is covered with orange cheese cloth, while the large card posters, showing the paint pail and word "Devoe" is a combination of red and orange. This color scheme is in keeping with the labels on the cans, as nearly all contain red or orange of some shade. The photo also fails to show the arrangement of the cans and display of paint brushes in the foreground. But take it on the whole we are very well pleased with the reproduction. What looks like a picture in the very center of the background is an electric transparency, which we attached to our wires, and which produced a very pretty effect.

We thought perhaps your readers might be interested in what was being done in the way of window displays in some of the Hardware stores of the back woods of Maine.

HARRY E. LUNGE.



PAINT WINDOW DISPLAY, BY H. E. LUNGE, KENNEBUNK, ME.

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Jobbers' Special Brands

To the Editor:

In the April number of HARDWARE DEALERS' MAGAZINE, was surprised to see the much-discussed and antiquated subject of Jobbers' Private Brands resurrected.

I think the consensus of opinion, after the controversy of two years ago was, Private Brands, as a rule, stand not for quality, but for larger profits for the jobber controlling them.

I do not want to infer that all private brands are of an inferior quality, but many—very many—private brands are not the equal of factory brands at the same cost or less to the retailer.

I doubt if anyone is foolish enough to believe the jobber salesman, should he state to his customer that his "Pansy" brand of hatchets are especially selected at the factory and average of a better quality in finish than the factory brand, better handles, etc., etc., and let me say right here I do not know of any manufacturer having an established reputation, or who ever expects to gain one, who will sort out his best goods for private brands, and those having "fly specks" or a trifle off in color, but not seconds, are put into standard factory brands. Human nature is the same the world over, and 99 manufacturers out of every 100 will put their own brand on the best quality, and when any difference in the trade, private brands get the worst of it. The private brand may have a more attractive label, a special finish and box, but for quality you can depend on well-known factory brands.

I know of an article bought by a large jobber under his special brand from four different factories four years in succession, and the change each year was because of price and not because of quality.

I have known jobbers to buy goods under private brands from so many different factories that they were obliged to send defective parts from factory to factory to get duplicates, having lost track of where the original came from. Does this stand for quality?

When a salesman tells you he can sell a private brand article for $1 that is the identical quality of a factory brand, but better finish, and the factory brand is restricted at $1.25, does it not sound "fishy"?

Does the factory make 25 per cent. more profit on an inferior article by using the factory brand?

If retailers could hear jobbers, buyers and salesmen privately comment on competitors' private brand, their faith would be shattered in some of the best private brands on the market to-day.

Let me repeat, as a rule private brands do not stand for quality but for greater profits to the one controlling them. Hence, the jobber's solicitude about the retailers selling "his" private brand is in reality that this jobber may free himself from competition, thus realizing larger profits at the expense of the retailer and the consumer. X. Y. Z.

Motto for "Booster's Button"

To the Editor:

Enclosed please find copy of communication addressed to the Billings Hardware Co., Billings, Mont., which I wrote in response to an article which appears in your columns.

HAMP WILLIAMS.

Editor's Note.—The letter to which Mr. Williams refers is as follows:

I see from the HARDWARE DEALERS' MAGAZINE that you have organized a "$25,000" Club, and that you want a motto for your Booster's Button, and that the Hardware people are asked to contribute same. I don't care so much for the prize as I do in keeping in touch with the club. Not knowing the size of the button, and not knowing, either, how many words can be used, it is rather a hard task, but, being a Hardware enthusiast I like to help in everything that tends to "Boost." I offer quite a number of suggestions, and if none are used I will not kick, but will want to know what you do use. Respectfully,

HAMP WILLIAMS.

Push, Pull and Praise.
Grit, Gall and Gumption.
Boost, Brag and Hustle.
If she won't go, Booster.
Two kinds—Booster and Buster.
We lead—You follow.
If your town is dull, Booster.
1 and 0, U and I, which are you?
Move on or fall back.
We Boost, you knock. We succeed, you don't.
We run, you walk. We work, you talk.
If you're not dead, say so.
We climb, you slide.
We laugh and succeed, you grumble and rail.
Too slow—catch the next train.
Dry up and die—get up and live.
The earth moves—so do we.
Bury the dead—Boost the living.

Campbell & Prouty, Montpelier, Vt., have succeeded Bailey & Morse. The stock company will do a general jobbing and retail business.

School for Educating U. S. Consuls

The University of Chicago has established a three-year course for young men desirous of entering the federal consular service or equipping themselves as commercial agents in the employment of American business concerns having relations abroad. There is considerable agitation at the present time toward a change in the appointment of consuls, to the end that qualifications rather than politics shall be the determining factors.

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MISSISSIPPI RETAIL HARDWARE CONVENTION

The second annual convention of the Mississippi Retail Hardware Association was held the 11th and 12th ult., at Greenwood, Miss. President P. E. Pegues, Winona, presided. There was a good attendance of members and an equal number of visitors. Among the addresses were those by National Secretary M. L. Corey, Col. M. B. Belknap, of the Belknap Hardware & Mfg. Co., Louisville, Ky., and R. D. Warren, of Benedict, Warren & Davidson Co., Memphis, Tenn. The Question Box produced a number of questions that were ably discussed during the meeting.

Secretary-Treasurer J. E. Sommers, Clarksdale, in his report stated that there was at present a membership of 44, and it is hoped that a large percentage of the 200 Hardwaremen in the State would become members within the next twelve months. The treasury showed a balance on hand.

The new officers elected are as follows:

President—D. H. Hale, Aberdeen.

First Vice-President—Mallory Davis, Itta Bena.

Second Vice-President—T. H. Baird, Greenwood.

Secretary-Treasurer — J. E. Sommers, Clarksdale.

Executive Committee—E. S. Crane, Yazoo City, and E. G. Petros, Jackson.

Delegates to the National Retail Hardware Convention.—Secretary Sommers, A. P. Orrick, Canton; A. R. Atkinson, Jackson. Alternates—N. H. Paythres, Gulfport, and James McAnnis, Corinth.

T. H. Baird, Greenwood, read a paper on "Benefits to be Derived From Membership in the Mississippi Retail Hardware Association."

Can a Hardware Business be Done on a Cash Basis?

Relbue Price, Oxford, presented an interesting paper on "Can the Hardware Business Be Successfully Conducted on a Cash Basis?" He said:

I have been in the Hardware business for 12 years, commencing as clerk and finally becoming manager and stockholder of the Oxford Hardware Company. Four years ago I bought the remaining interest in the company, and since then I have run the business under my own name. During all this time I have been trying to formulate some plan to keep from doing a credit business, and have sought the advice of several business men on the subject, but they all said that the cash business was a doubtful venture, and advised me not to go into it.

But as the years rolled around, and I found that the money that I ought to be getting out of the business was on the books, I decided that something had to be done. Not that I had lost so very much through credit, but it kept my surplus tied up all the time.

You all know the fellow who is good, "so good," that you cannot charge him over 10 per cent. on his account. He comes to you and wants credit until fall. When fall comes and your bills are due, cotton is not selling at just the price to suit him, so he holds it, and blandly tells you that he will settle with you when he sells his cotton. You worry along—he is too good for you to push; you may lose his trade—until the first of January, hoping that he will pay you then, but he finally pays you, just in time to start on a new year's supply, and your money is tied up all the time.

CATALOGUE HOUSE COMPETITION.

Then we had the catalogue houses to contend with, and customers either bought your goods on credit and sent their cash to the catalogue houses, or you had to meet catalogue prices, and they would want the goods charged. Or you would carry them all the year, and in the fall when they sold their cotton and you expected them to give you their cash trade, you were confronted with catalogue house prices continuously.

So I decided to do a strictly cash business. The first thing that I did after coming to this decision was to confer with Lewis & McKee, my competitors, and get them to join with me. They were as tired of the old way of doing business as I was, and readily agreed to the plan. Then we advertised in the county papers for about six weeks that after January 1, 1908, we would do a strictly cash business, and have had very little trouble with it, with the exception of explaining to some of our best customers that it really meant them and not the other fellow.

In the meantime I wrote to each of my customers, telling them the advantage that it would be to them for me to do a cash business, as I could sell them cheaper, etc., and asked them for their support. I think that they appreciated this very much.

FAVORABLE COMPARISON ON SALES.

Comparing my sales for January and March with the two preceding years, I find that there is very little difference in them. In fact, my sales for March were better than during the same months in the two preceding years. My sales for February fell off considerably, but I attribute part of this to the bad weather we had during that month. Lewis & McKee had practically the same experience that I had. Of course, I can give you the benefit of only three months' experience, but I think the cash basis will be a decided success.

Even if you do not do as much business as formerly, you can do it with less expense besides what you lose on account. Also I find that you take more interest in your sales

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when you know you are going to get the cash. We have all had customers that we tried not to sell rather than sell when their account was as large as we thought it ought to be. And let me say in this connection, that we have all had them, too, when they thought they had got all they could from you on credit, and then went to your competitor to spend their cash.

Of course, we must not lose sight of the fact that all of the advantages are not with the cash system. You can sell more goods, sell them more easily, and in many instances at a better profit on credit, and if you have a good crop year and no "panic," you will be all right, but if I read the "sign of the times" right, I think the tendency is toward a cash system, and I know that it will be best for all, and that the sooner we adopt it the better off we will be.

Railroad Rates and Classifications

Mallory Davis, Itta Bena, read an interesting paper on "Railroad Rates and Classifications," which in part follows:

I have always kept an accurate account of the amounts paid for freights, and I found, after being in business 12 months, that the overcharges on expense bills were 15 per cent. of the entire amount paid. In other words, if I had not checked these bills carefully and made settlements with the railroad on the correct rates and classifications, I would have lost $15 on every $100 that I paid for freights.

This subject is so wide in its scope and so intricate and ambiguous in its application, that I have deemed best to show you the method in use to eliminate errors, and it has proved satisfactory. The great difficulty that confronts each of you is to know the correct classification of every article in a shipment, also the correct rate from its origin to its destination. I have succeeded in so revising the classification that I have practically a Hardware classification. In other words, I have eliminated everything that I do not need in my individual business. I have got up two sheets for your information. One, Schedule 1, shows the form I use in getting up my tariff; also gives you some idea of the form of my classification. The other sheet, Schedule 2, gives you some information taken from the eleventh biennial report of the Mississippi Railroad Commission.

You will notice on the sheet Schedule 1 that under the heading of "Freight Rates to Itta Bena, Miss., from Louisville, St. Louis, Memphis, etc.," that I use these points merely to show you the form I follow in making up this tariff, but you would doubtless be surprised to know that you would rarely ever have occasion to use a rate from more than 10 or 12 cities. I think we can really concentrate our business so that we can buy every article needed from at least 10 cities. I have the correct rates from each of these cities so tabulated that it only requires a minute's time to figure the exact amount due the railroad on any shipment. I desire to explain just how you protect your interest by use of this method. I use Itta Bena as the point of destination for the very good reason that I have the distinction of being located there. To show the most common way that overcharges occur, it will be necessary for you to follow me through the various stages of transportation of a shipment from point of origin to destination. I have a miscellaneous shipment of goods from Louisville, Ky., via the L. & N., care of the Southern, at Birmingham. The bill of lading covering this shipment may have been made by a type machine, the correct weights, class and rates inserted, and with this typewritten bill of lading from which to copy his waybill, the billing clerk frequently makes an error. When the bill of lading is indistinctly written with pencil, and the articles not classified, it is an easy matter to see how the billing clerk will make an error. In due course of time the consignment reaches Birmingham and is delivered to the Southern by the L. & N., the Southern assuming responsibility for the freight which the L. & N. has charged. Suppose the clerk at Louisville has made an error of 80 cents or $1; does the Southern at Birmingham verify the correctness of the charge made by the L. & N., before they assume it? No. It is clearly an overcharge, but it is added to the Southern Railway Company's way-bill as an advance charge, and then the rate from Birmingham to Itta Bena is included. The billing clerk of the Southern at Birmingham may possibly have made the correct charge to cover their part of the haul from Birmingham. When the shipment arrives at Itta Bena the clerk very naturally copies the expense bill from the way-bill in a mechanical way. He probably does not ever ask himself the question—what class is Hardware? Then unless you know exactly what the classification is, and the rate applying on same from Louisville, you will pay the overcharge.

HOW ERRORS CREEP IN.

I received a shipment of cow peas a few days ago which illustrates just how foolish it is to rely on the rates that the average agent figures on a local shipment. The commission, in order to encourage the fertilization of our land, made a maximum rate on native grown peas from any point to any other point within the State of 18 cents per 100 lbs. in any quantity. The shipments I refer to was made me from Kosciusko via the Illinois Central to Winona, then over the Southern to Itta Bena. The agent of the Southern at Winona paid the agent of the Illinois Central 20 cents per 100 lbs. to cover the Illinois Central haul to Winona. When

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the shipment arrived at Itta Bena the Southern had added 11 cents more, and the expense bill rendered me called for a rate of 31 cents per 100 lbs. These rates were made and paid by agents in whose offices you will find big placards at least 2 ft. square, which state in big type on authority of the Mississippi Railroad Commission that the maximum rate on this commodity is 18 cents.

A great many of us have no doubt fallen into the habit of saying, or, rather I should

Freight Rates to Itta Bena, Miss.

From—	Rates in cents per 100 lbs. Classes. 1	2	3	4	5	6	Special iron. CL	LCL
Louisville, Ky... St. Louis, Mo... E. St. Louis, Ill..	130	100	86	73	62	55	33⅓	40
Memphis, Tenn...	83	74	64	55	46	37	25⅓	30⅓

Current Ratings Taken from the Southern Classification, as Related to the Retail Hardware Business.

	Class.
Agricultural Implements, L.C.L.—viz.:	
Hoes, in bundles	3
Plows, N.O.S., S.U	2
Plows, N.O.S., wooden or metal beams, handles detached	4
Hardware, N.O.S., packed or in bundles	2
Iron and steel articles—viz.:	
Bolts, Nuts, Rivets and Washers, packed or in sacks, or in bundles, L.C.L.	5
Fencing, Woven Wire, in rolls, L.C.L.	5
Nails and Spikes—viz.:	
In kegs or double kegs, estimated weight 196 lbs. per keg and 208 lbs. per double keg, L.C.L.	6
Pipe—viz.:	
Wrought Iron, L.C.L.	6
Plow Irons—viz.:	
Bases, Clevises, Coulters, Couplers, Disks, Foots, Frogs, Heel Bolts, Plant, Fenders, Plates, Points and Wings, in crates, kegs, barrels or casks, or wired together, L.C.L.	6
Wedges, packed	4
Rope—viz.:	
Cotton, L.C.L.	4

SCHEDULE No. 1.

say, very few of us have gotten out of the habit of saying: "Well, it takes 10 per cent. to pay my freight, and I'll just add that to the price. The other fellow will have to pay it." That system will work all right until you come in competition with a fellow who knows his business, and you have him figure against you with a close buying customer. You will be basing your prices on the 10 per cent. theory, while he is figuring correct freight. There is only one result; your competitor sells the bill, and you very probably indulge in some talk about a fool who will actually sell goods at a loss.

SHOULD KEEP POSTED.

When the Hepburn bill became a law in August, 1906, we were then supplied with the means of knowing just exactly what the railroads could legally charge us, but it is necessary for us to make use of the means provided; in other words, that part of the programme is "up to us." Almost every reliable and up-to-date jobber incloses a bill of lading showing weights and rates with each invoice, but then there are a great many who do not do this. Again, the consignment might originate in territory where the official or some other classification applies, and in that case it would take a different class from what it does under the Southern. Of course, it is always possible for the traffic department of some of the large jobbers to make an error, and, too, the classification is often misleading and might admit of more than one construction.

PROTECTING CUSTOMERS' INTERESTS.

Each of you doubtless ship goods locally to customers throughout your territory. Some shipments go to points where there are no agents, and have to be prepaid. Now, if this is true, and you do not have the last report of the Mississippi Railroad Commission on your desk, you have certainly been negligent of your customer's interest, as well as your own. To illustrate this statement:

I make a shipment of 500 lbs. Barbed Wire and two Cotton Planters, K. D., to a prepay station 10 miles away. I make a bill of lading, but do not classify the items or insert any rate. The agent at my station tells me that it will take $1 to prepay the freight. Of course this item of prepaid freight is charged to your customer, and he never questions the correctness of the charge. You can rely on

Local Mileage Scale of Rates Applicable to the Southern Railway Company in Mississippi, as Per Their Current Mississippi Local Tariff.

	Class rates per 100 lbs. 1	2	3	4	5	6
5 miles and over	20	16	13	11	9	8
10 miles and over 5	25	20	16	13	11	9
15 miles and over 10	30	24	20	16	14	12
20 miles and over 15	32	26	22	18	16	14
25 miles and over 20	36	30	24	20	18	16

Ratings Taken from Classification Promulgated by the Mississippi State Railroad Commission, as Related to the Retail Hardware Business.

	C. R.	O. R.
Agricultural Implements, L.C.L.—viz.:		
Hoes, in bundles	3	..
Hoes, without handles, in barrels or casks	4	..
Plows, N.O.S., S.U.	1	2
Same, K.D.	4	..
Hardware, N.O.S., boxed	2	..
Iron and steel articles (not boxed or crated unless so specified)—viz.:		
Bolts, Nuts, Rivets and Washers, in kegs, casks, barrels or drums. See Special Iron.		
Fencing, field, woven wire, in rolls	5	..
Nails and Spikes, in kegs. See Special Iron.		
Pipe, Wrought, released. See Special Iron.		
Plow Clevises, Couplers, Molds, etc. See Special Iron.		

NOTE.—Practically every railroad in the State of Mississippi publishes an individual list of exceptions to the Commission's classification. First, determine whether or not the local tariff applicable provides for an exception upon commodity to be shipped; if not, the Commission's classification will apply. The So. Ry. Company in Mississippi carries an exception in their local tariff making any article classified "Special Iron" two-thirds of 6th class.

SCHEDULE No. 2.

your competitor to handle the shipment in just that way, but by reference to your tariff and classification (and it only takes a minute of your time), you will find Barbed Wire is sixth class, and under an exception to this item, the Southern only charges two-thirds of sixth class, and the rate on sixth class for 10 miles being 9 cents, then the correct charge for this item is 6 cents per 100 lbs., or

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30 cents for the 500 lbs. The two Planters weigh 200 lbs., and the rate is 20 cents, making a total of 70 cents on the shipment. Now by showing your customer that you are protecting his interest and saving him 30 cents on the little shipment, you might make a better customer of him. At any rate, you have lost 30 cents less when he leaves the country without paying you for your wire and implements.

A few days ago I received an invoice for a small shipment of goods, and enclosed with

Wagon No._____

Order No. 409573 St. Louis, 4/10/08 190____

Time 4 30

Route M & O

Received in good order from

NORVELL-SHAPLEIGH HARDWARE CO.

Consignee MALLORY DAVIS

Destination ITTA BENA, MISS

R. R. Station _____

County _____ State _____

Via GREENVILLE.

Marks _____

As per Rules of Company's Bill of Lading

CLEAR RECEIPT OR NONE.

RATES	No. Pkgs.	ARTICLES		Weight
100.	1	BX HDW	2	100
86.	2	CRT 24 HDLED AXES	SR	150
58.	1	BX IRON BOLTS	2	150
100.	1	BX COFFEE MILL	4	25
100.	1	BX S I ENAMEL WARE NSTD	5	50
62.	1	IRON ANVIL	WH	105
86.	2	BDL 60 S I DRIP ANS NSTD S C FASTEND	WH	75

BILL OF LADING.

the invoice was a bill of lading which I have reproduced on this chart. Each item was weighed accurately, each item is also correctly classified, and the correct rate for each class is inserted. You can readily see the advantage in having this information. There are numbers of houses that do not enclose a bill of lading with their invoice, to say nothing of inserting the correct class and rates. Were I dependent on the jobber for the correct rates, and this information was supplied by being inserted in the bill of lading just as you will observe on the chart, then the jobber who knows nothing of rates, and does not maintain a thorough traffic department, would certainly get none of my business.

The jobber owes it to the retail merchant to exercise every care in the proper classification of each item shipped. The laws in regard to false classification are now so strict that the greatest care must be exercised. It has long been a custom to pack a miscellaneous assortment of goods and classify as "Hardware," but the law clearly states that the entire package must take the highest rate applying on any item contained therein. Under this ruling, if a jobber should pack one-half dozen knives (which take first class) in a 200-lb. box of tinware (which is second class), then the consignee is liable to have to pay first-class rate for the 200 lbs., when he should pay second. Of equal importance with prompt service on the part of the jobber, is the proper packing and classifying the goods so that the consignee gets the benefit of the lowest rate.

PRESCRIBED PENALTIES.

The following extract from the Interstate Commerce act, as amended, will be of interest as touching on penalties for false billing, etc., by shippers and other persons:

Any person or any officer or agent of any corporation or company who shall deliver property for transportation to any common carrier, subject to the provisions of this act, or for whom as consignor or consignee any such carrier shall transport property, who shall knowingly and wilfully, by false billing, false classification, false weighing, false representation of the contents of the package, or false report of weight or by any other device or means, whether with or without the consent or connivance of the carrier, its agent or agents, obtain transportation for such property at less than the regular rates then established and in force on the line of transportation, shall be deemed guilty of fraud, which is hereby declared to be a misdemeanor, and shall upon conviction thereof in any court of the United States of competent jurisdiction within the district in which such offense was committed, be subject for each offense to a fine not exceeding $5,000 or imprisonment in the penitentiary for a term of not exceeding two years, or both, in the discretion of the court.

It seems to me that this occasion presents a good opportunity to refer to the railroads who render the best service. All of us prefer to buy goods from the jobber who can come nearest filling our orders complete, and getting them out the same day they are received, but, in my opinion, it is of even more importance for the jobber to ship your goods via the line that can get them to you quickest. The effect of the jobber's prompt service is entirely lost if the railroad does not do its part in transporting the shipment quickly. The road that maintains the best service is certainly entitled to the business.

In this day when small profits make it necessary to turn your capital often, it is of vast importance to get your goods delivered promptly. I believe that the agitation during the past two years for the regulation of freight rates has been exceedingly detrimental to the interest of every citizen in the South.

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A "TONIC" FOR SALESMEN

E. C. Atkins & Co., Inc., Indianapolis, Ind., recently got out a little circular entitled "A Good Spring Tonic, for salesmen who want more salary." The instructions are, "Take all at one dose. Repeat if necessary." It is to the point, and, naturally, the goods of the company are brought into the advice given. It is so good that we reprint the entire article herewith:

Everybody hunts a bargain.

They buy after fully determining that they are securing the best value for their money.

The salesman, who is a real live, sure enough salesman, is the one who is able to assist the customer in his selection.

The salesman who has sand enough to show, talk and sell the highest class goods is the man who receives the fattest pay envelope.

Cheap goods serve to attract a cheap class of trade, but even that kind of people, when they get inside a retail store, are willing to pay more and buy better goods—if they are shown the wisdom of doing so.

All that is necessary to sell good goods is to make an effort and this effort should be a pleasure to every young man who has an ambition for a higher salary.

Some retail stores put a high price on a poor article.

Few Hardware dealers do—it's suicide.

Sting a customer once on a poor hatchet at a good price and you'd make an enemy in a hurry. Poor Hardware falls down quickly.

Many dealers sell poor goods at low prices. That isn't so bad, but it's bad enough.

A little more effort would sell a good article at a better profit, and nine times out of ten the customer would rather buy a better article. Why doesn't he?

Here's why.

Either the salesman is indifferent and passes out the first thing that comes handy, or he's afraid he'll lose a sale, so he tries to show what he thinks the customer is looking for, "a bargain."

That kind of salesman gets out a tool, for instance, that the real maker hasn't enough pride in to put his name on, "made to sell," and tells the customer how low the price is. Then if the customer isn't shocked at the price, he shows him something a bit more costly.

All the time, he's afraid the man up the street is going to slip in and tell the customer where he can get lower prices.

When he stabs around enough to find out how much the customer will pay, he tries to sell the article at that price.

Is that salesmanship? Is it even good business?

Not on your life!

In the same time that a salesman takes to sell a poor article he can sell a good one—

At a better profit for the house.

And with the certainty of bringing the customer back to the store for other trade, because the goods are right.

Simply by making a little effort.

For instance, a man comes in for a saw. Maybe he doesn't know much about saws—but, of course, prefers a low price.

The salesman puts out two saws—a nobody-knows-who-made-it at $1, and an Atkins at $2. And he says:

"Here's a saw for $1. It's the best for the money, but you can't expect much of any saw at that price. We keep it because some people are bound and determined not to buy a good article.

"But that Atkins saw is the real thing. Made of silver steel—better steel than you'll find in most razors. Stays sharp, doesn't break when you happen to give it a crooked thrust. The blade is tapered so that the tooth edge is the thickest part—it doesn't 'stick' in the wood. It cuts fast and runs easy. A cheap saw doesn't do the work. Every time you try to use it you get so mad that you'd willingly pay a dollar more and get a real saw. When you look at it in that way, and think of the difference in wear and service, the Atkins saw is really the best 'bargain.'"

Every word of that is solemn truth. Tell your customer the truth, that's all. Give him the benefit of your knowledge—you know he ought to buy an Atkins.

But you say, your salesman hasn't time to give a long talk! All right, he doesn't have to. Make it short, but say something, make an effort. Say, for instance:

"That dollar saw is as good as you can expect in a saw at that price, but it's a lot better to pay a little more and get an Atkins. If it isn't the very best saw you ever used, you may return it and get your money back."

That sort of talk sells good goods. We know it, because our own salesmen have never failed, when they get behind a dealer's counter, to sell Atkins saws to plenty of people that the dealer never thought were possible customers for good saws.

Ninety-nine out of a hundred customers will appreciate a sincere effort to give them "good goods." That applies to all tools—saws, chisels, files, hatchets or what not.

If you have a salesman that sells poor goods when he could just as well sell "good goods"—

Have a heart-to-heart talk with him.

Tell him that it only takes a minute or two to explain the merits of "good goods."

That little time and effort on his part means money to your house—and reputation, too!

Get behind him and see that he does it.

Try it.

It pays not only in the long run, but right from the start.

Push the "good goods."

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DO SPECIAL SALES PAY?

Give Your Customers Bargains, Real Bargains

Special sales do pay. But to make a special sale, give your customer bargains—real bargains; because they are surprised at first, but as soon as they find out that you really have bargains, don't you forget, they will come, and come again, the next day. Put up the real thing, sometimes staples, sometimes specialties, and have them on hand. Don't tell the customer you have sold out, because that disappoints them. If you put up something as a bargain let it be a bargain, even if you sell



SPECIAL SALE AD. FROM SO. MILWAUKEE.

that certain article below cost. Sometimes it may be all right to say we have two dozen, fifty or a hundred of an article for a certain day. It pays to let them go at from five to ten cents below cost, just because you will have people talk about you, and that is what you want. If people talk about you they will call on you, too. If you have city trade you can have a different article, say, for a week, every day. For country people you put a special day for a certain thing and advertise it. Invite them by certain special letter and through the papers. JOHN H. SCHRODER.

Experience Says No

Do special sales of from one to ten days, for advertising purposes, pay? Judging from our own experience, would say no. We consider one day at a time sufficient for special sales, providing a judicious campaign of advertising has been carried on, for a few days beforehand. We have had the best success with seasonable goods and articles, the people you want to reach are familiar with; use a staple article every time.

R. J. MILROY.

Special Sales in Spring and Fall

Special sales in spring and fall pay. We advertise our specials a few days in advance by placing in show window, using newspaper cuts for our local papers and for one day only (Monday). We arrange the special article in rear of store. This enables customer


LAGEMANN HARDWARE CO'S.

GREAT SPRING SALE

An Announcement That Will Be Welcomed By Thousands.

THIS BEING OUR GREATEST ATTEMPT TO HAVE SUCH A LARGE SALE OF THIS KIND

WE ARE DETERMINED TO MAKE THIS SALE THE GREATEST OF ALL SALES

In fact a record breaker, by offering extraordinary low prices coupled with the fairest kind of treatment and quality of goods which we have always had a reputation of selling—HIGH GRADE GOODS.

You will get prices here that cannot be duplicated in this vicinity. It's quantity buying for our big store that counts. We are ready to serve your every want.

Remember this sale includes our entire stock of

Hardware, Stoves, Refrigerators, Kitchen Utensils, Builders Hardware, Etc.

But we mention here only a few of the items to give you an idea just what we are intending to offer you.

This is a Great Opportunity for Young People Going to Housekeeping

As well for folks wanting just a few items. It will pay you to buy now, even if you do not want the goods for weeks or months—by making a small deposit we will store free all your purchases and make delivery at any time you desire.

Read Carefully the Items Described and Shown on Other Pages

LAGEMANN HARDWARE CO.,

837 & 839 STATE STREET QUINCY, ILLINOIS

AN ILLINOIS ANNOUNCEMENT.

to notice the line of Hardware, stoves and cooking ware we carry, and most always on their way back to front part of store they pick up something they see and need.

In garden tool season we advertise a little something, such as a dandelion spud, which costs 90 cents or $1 per dozen, and special sale them for 10 cents each. These are displayed with our garden tools, lawn mowers, grass catchers, grass hooks, hose and reels, and everything to be used in garden or for the lawn, and think it impresses on their minds what they should have and where they can get it.

In fruit season we advertise a good size preserving kettle or dish pan, and arrange articles with such other articles that are needed at this time.

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In fall of year people become interested in a heating stove or range, and this is a good way to get people in our store and show them the line we carry, which we try to keep as clean and attractive as possible.

HOFFERKAMP BROS.

I believe special sales pay. I have had some experience in the last two years and find that a well-conducted special sale occasionally is a great help. A low price on staple goods is more effective than on articles on which people do not know the usual selling price. I enclose a circular which we distributed about town a day or so previous to sale and also put in local paper for one week. The results were highly satisfactory. Many new customers were brought to the store. It also increased our sales on general Hardware.

W. H. PEARD.

We think special sales are an advantage and we use specialties for same.

E. BAILEY & SONS.

Have Not Had Much Experience

We have never had much experience in special sales. We push seasonable goods in their right season and rarely ever have much stock to carry over when the season is passed. We will probably attempt special sales during the dull summer months. We conduct our advertising strictly on the special plan and hardly ever advertise more than one line of goods at a time. If we do, we usually engage separate space in the paper. We enclose copy of one of our ads.

NEWBERN HARDWARE CO.

Editor's Note—The copy of ad. referred to occupies almost the whole front page of the local newspaper, leaving but a single full column of reading newsmatter on each side. It is this style of advertising that commands attention and brings results.



SPECIAL SALE CIRCULAR BY W. H. PEARD.

Special Sales Helps Other Business

We have had several very successful sales on enameled ware. We buy a large amount, usually get a nice concession from regular price and mark the goods at 20 or 25 per cent. margin. If it figures 51 cents for an article, we mark it 51 cents, and so on. We advertise the sale in our local papers, with cuts and prices. Usually extend the sale for about two weeks. We sell as much enameled ware in two weeks this way as we do ordinarily in three or four months. It also helps our other business.

H. C. WATERS CO.

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Do Pay When Properly Advertised

We have read with much interest the "Special Sale" articles in your May issue. It has been our experience, in a town of 2,500 people, in the midst of a rich farming section, that "special sales" do pay, when properly advertised. The best idea we ever worked out we used May 9. While not exactly a special sale, it worked along those lines. From the accompanying newspaper ad. you can get our idea as placed before the people. We wished to interest the public generally in gasoline stoves and fireless cookers, and to bring the people into the store we started a premium plan to distribute dinner sets, and served coffee and sandwiches prepared in the store by the two advertised articles. We arranged the stock in the most attractive manner possible, and in a conspicuous position placed a bargain counter that proved attractive to the ladies. Our plans worked to perfection, the store being packed every minute, and you may be sure but very few people left the store without hearing about the two advertised articles, or at least receiving a supply of literature. The proceeds of this day's business proved to us that special effort along this line was bound to give results, awakening interest in our clerks, as well as prospective customer. We hope that this plan may prove as valuable to some other Hardware man as it has for us.

A. E. PINNEY & SON.

Special Sales Not Satisfactory

My experience with special sales has not been satisfactory. Have tried them a number of times and in some cases have not taken in enough to pay for the advertising. Possibly it is because I have not the art of making them appear desirable propositions to my customers, and possibly because I have not tried them often enough to satisfy my customers that I mean business and that the goods offered are bargains whenever advertised. However, I have been careful not to misrepresent anything in my advertising. I think, in order to make a success of special sales, one should make a study of such things, and follow it up. This I have not done, though I intend trying it thoroughly later.—O. H. GALE.



ADVERTISEMENT OF A SPECIAL MAY SALE IN MICHIGAN.

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Establishes a Price Precedent

We have never had very much experience in special sales, but have tried it a few times. We are inclined to think from our experience that in towns of this size and smaller they are not a good thing, for the reason that if a customer comes in and buys an article on that date, the next time he comes he expects the same article at the same price.

THE HILLSDALE HARDWARE CO.

"Special Sales" Not Advisable

In our estimation it depends largely on the location. Some demand them, while others do not. We never have them in our Hardware line. Our only special sales are conducted in our furniture line, and then only in slow or undesirable stock. We don't consider special sales a good thing on up-to-date stock in our town.

X. F. BERTRAU & CO.

Believe Moral Effect Bad

While we have not had very much experience in them we do not think they pay in our sized town. We have always contended that the moral effect was bad and entirely foreign to the Hardware business Special sales to us were always suggestive of other business than Hardware.

FOWLER CO.

Thinks Special Sales Out of Place

To me special sales are out of place. I see why they should occur in the dry goods business on account of remnants and shop-worn goods, but in the Hardware trade if a person is careful there is no reason for an accumulation of stale goods—do not let them accumulate. When I find I have anything that is a poor seller, I get rid of it and turn it into money as fast as possible. If there is any new thing that looks good to you, stock up very light, and if you find it sells first and second time do not dip in too heavy afterward, as new things sell for so long a time, and then they are done with. In my thirty years of business I could not scrape up enough to make a special sale. In this way I save all the expenses connected with a special sale.

J. VELDE.

Interests the Ladies

I have had very good success in special sales. I am just taking a window and filling it up with enameled ware, glassware or something that will attract the ladies. I find it much easier to get the women interested than the men. When I make a sale I try to make the price very attractive. I have a sale on for next week on enameled ware. The articles cost me about sixteen cents each; am going to sell them at 19c. These are goods that are put out in assortments that are intended to sell at 25 cents, but at that price they sell slowly—at 19 cents they go like hot cakes.

J. H. VAWTER.

Do Not Favor Special Sales

Special sales do not pay, in our estimation. We used specialties and the expense was always greater than the profit on that line of goods. We had more trade and more people in the store, but not enough to pay for the extra expense. BOEKE BROS.

We do not favor special sales. We advertise one thing at a time, according to season, but never cut prices.

TROUT & MATTHIAS.

Have Made Specials of Show Window Articles

We have never gone into the special sale in a way that would give the plan a fair trial. That is, we have never thoroughly advertised such a sale to any extent. We have had many specials of some article that we filled our windows with, and for the amount of time we put on the thing, they have always paid in one way or another.

BISSELL & STEBBINS.

Of Doubtful Advantage in Small Towns

We do find that special sales for one to ten days pay us, but we also find that it has got to be staple goods marked down at a very low figure. This may be rather doubtful to some dealers and may work differently in some sections. Even if we do not make a large profit on goods advertised, we find that if we can get people into the store they invariably purchase something other than ones advertised, on which we make a profit. We do not believe in purchasing a cheap article or facsimile of a good make and running on that, for you will not sell all of such purchase, and then you have to put the remainder in with your good stock. When the sale is over they hold back the sale of better goods that you have in stock. This may not apply to all places. It may be worked differently in cities where people come in your store and never call again, but in small places they carry that article in their minds and after the sale is over the regular customer may come in and want such an article. You name him your regular price and he replies, "I purchased one on such a day for so much and I want another." Better let him have it or he may get miffed and cut you out, and his trade is better than all you have made on the special sale. This we only speak of as to what may be expected on a special sale in Hardware goods, they not being like some other lines of business where they cannot detect a sale article after it is put in stock. We always have a counter of staple goods marked down and keep on it such goods as Tack Pullers, 2 cents each; Paring Knives, regular 10-cent, marked down to 5 cents; Screw Drivers, 7 cents, and so on.

F. M. BAKER & SON.

What an advertisement sets forth the advertiser should bring forth.

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NEW RULES FOR MARKING FREIGHT SHIPMENTS

All the railroads east of the Mississippi River operating in the territory covered by the "Official Classification," have recently sent out notices to their agents that on and after July 1, 1908, they will refuse to receive for transportation all shipments in less than carload lots, which are not plainly marked with the name of the consignee, and the station, city, and State of destination.

For many years past, it has been customary for a large number of shippers to mark their packages with an initial or some hieroglyphic, the key to which would be on the bill of lading. It was the theory that this saved time, and also prevented competitors from observing the names of a shipper's customers on the outside of the packages.

Great abuses have resulted from this practice. When a large number of packages are intended for the same consignee, shippers often only mark one or two, the others having no marks at all. If the shipments become mixed with others at transfer points, there is no way of identifying them. The consequence has been great delay, vexation on the part of both shippers and consignees, and claims against the railroad.

The Pennsylvania Railroad Company, on its lines east of Pittsburg, last year, paid out $342,520 for claims for goods "Lost in Transit," an increase of 34 per cent. over 1906. Of this amount $176,260 was traced to the fact that shippers had marked their goods improperly. Likewise, during 1907, the Pennsylvania Railroad sent to its Unclaimed Freight Station at Downingtown, 18,000 packages on which there were no marks to enable the company to forward the freight to proper consignee and destination.

Figures prepared by the Trunk Line Association for 17 principal lines in the official classification territory show that the total freight earnings for these companies in 1907 were $541,725,712—an increase over 1906 of 10.2 per cent. Nevertheless, the total payment for loss and damage by these lines in 1907 was $5,596,794—fully one per cent. of the total freight earnings and an increase over 1906 of 22.4 per cent.

It is estimated that about 45 per cent. of loss and damage claims are due to "Losses in Transit," which means that in 1907 the losses on this score of the lines mentioned were about $2,500,000. Of this amount, probably upwards of $1,250,000 was caused by the improper marking of the less-than-carload shipments. It is the design of the railroads now to stop all losses from this cause.

Some of the roads have, for several years, been seeking to remedy this abuse, but competitive conditions rendered it impossible unless all railroads became a party to the more rigid practice. That harmony of action has now been obtained, and as the new rule will be filed by each line with the Interstate Commerce Commission, it is binding upon each road, and any departure from it becomes, under the law, a "discrimination." The railroads will enforce the rule not only against all shipments originating on their lines, but agents at transfer points will be instructed to refuse to receive from other railroads any shipments which may by error at originating points have been improperly or inadequately marked.

Some 416 railroads will participate in the enforcement of the new rule. The companies are to give very strict instructions to their agents, placards will be posted conspicuously in all stations, and every effort will be made to impress shippers with the importance of heeding the new rule. In fact, the campaign of education which is planned by the railroads along this line is almost unprecedented in its thoroughness. It is the belief of the carriers that the enforcement of the new rule will be of great value to the public in the removal of such a prolific source of delays and losses.

RULE AS TO MARKING FREIGHT SHIPMENTS.

Notice is being given by the railroads that, effective July 1, 1908, the following Rule No. 3 will be strictly enforced by all lines in the *"Official Classification"* territory:

> Rule 3.—Each package, bundle or piece of less than carload freight must be plainly marked by brush, stencil, pasted labeled or securely fastened tag, showing the name of consignee, and the name of the station, town or city, and the State to which destined. (See Note.)
>
> The marks on packages, bundles or pieces must be compared with the shipping order and bill of lading and corrections, if necessary, made by the consignor or his representative before receipt is signed; old marks must be removed or effaced before packages, bundles or pieces will be accepted for transportation.
>
> Freight consigned to a place of which there are two or more of the same name in the same State, must have the name of the County marked on each package, bundle or piece, and also shown on the shipping receipt.
>
> When freight is consigned to a place not located on the line of a railroad, each package, bundle or piece must be marked with the name of the station at which the consignee will accept delivery, or if destined to a place reached by a water-line, the name of the railroad station at which delivery is to be made to such water-line must be marked on each package, bundle or piece.
>
> *Freight not marked in accordance with the foregoing rules will not be accepted for transportation.*
>
> NOTE.—Pasted labels or securely fastened tags should be used only when the character of the freight prevents marking by brush or stencil.

Arkansas Retail Hardware Convention

Preparations for the ninth annual convention of the Arkansas Retail Hardware Association are practically completed. The meetings will be held at Little Rock from June 9 to 11. Headquarters will be at the Majestic Hotel, and the Business Men's League will do considerable entertaining. C. E. Taylor, Little Rock, is secretary.

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A "Merry Window" Hat Display

A simple but pertinent window display was recently made by Chas. Young, with Jacob Ernwine & Son, Hardware dealers, at Louisville, Ky. The brim of the hat was made by coiling 50 feet of garden hose, on top of which an 18-inch round sieve was placed for the crown. Two 14-inch feather dusters serve as plumes, two ice picks in front of the sieve answer as ornaments. In the rear of the sieve are placed two wood handle ice picks for hat pins. The "hat" can be placed on anything that will give it a slight elevation in the window. It might be put on a sitting figure, but not so high that the people on the sidewalk could not see all the articles that comprise this latest style of "my lady's" headgear.

A Brace of Discount Limericks

Eighty-four tens with a five and a two,
We ponder and figure just as you do;
But, oh, such a task,
"What's the use," we ask,
"And are you certain you're right when you're thru?"

Please, Mister Maker, please boost up the lists,
Deal to the discounts a blow with your fists;
They need trimming down—
You'll win great renown
And scatter dread mathematical mists.

—PHIL LEE.

Have Special Pocket Cutlery Case

We have a special pocket cutlery show case, lined with red plush, that holds 300 patterns of pocket knives. The case is level and the stock is kept in their original boxes underneath in drawers. The pockets are all marked with gum stickers on the handles and have the selling price in plain figures as well as the cost. We have tried several ways in keeping our stock in shape, but have found this plan the best and most profitable of any.

REICHE BROS.

One View About a Store Paper

If you run a store paper do not make the mistake of filling it up entirely with advertising. The object of putting out circulars in the form of a store paper is to gain regularity in issue and to choose matter which will help make customers look forward to the receipt of what are your circulars put out in store paper form. Yon can't expect them to look forward to receiving them unless you give them some reading matter that is not advertising pure and simple. To issue your circulars in the form of a paper is to suggest that you want it received with the same interest a paper meets instead of the kind of interest a circular usually receives. You can't expect it to be received as a paper unless to some extent you put into it reading matter the people expect to find in a paper.

Interstate Insurance

Secretary E. W. Evenson, Spokane, Wash., of the Washington Hardware and Implement Dealers' Mutual Fire Insurance Association, advises us that as the result of a Hardware dealer in his State asking the question whether the insurance association had a right to write insurance on property in other States where it is not registered with the insurance department. The matter has been looked up and the decision of the United States Supreme Court shows that a citizen of any State has a right to enter into a contract of insurance in any other State for insurance on his property within the State of his residence. Inasmuch as there are numerous Hardware and Implement Dealers' Insurance Mutuals throughout the United States, this knowledge will be of interest.

Issues a Monthly Paper With Good Results

To the Editor:

We are in receipt of the May number of the HARDWARE DEALERS' MAGAZINE, in which we notice the reference made to our trade display during the month of March. We want to thank you for this notice as well as previous notices of this kind and trust it will be of some benefit to the many readers of your MAGAZINE.

We read with great interest each month your publication with great benefit and are always pleased to do anything we can to help the trade in general. As you are well aware, we have been publishing for the past two years a little "Hardware Bulletin" of our own, sending out a 1,000 or more copies about six times a year direct to our trade. We find this plan of advertising of great benefit to us and we believe if more of the Hardware trade would publish something of this kind, especially where they have so much competition with the catalogue houses, they would find it of great benefit. We are sending you under separate cover copy of this month's Bulletin.

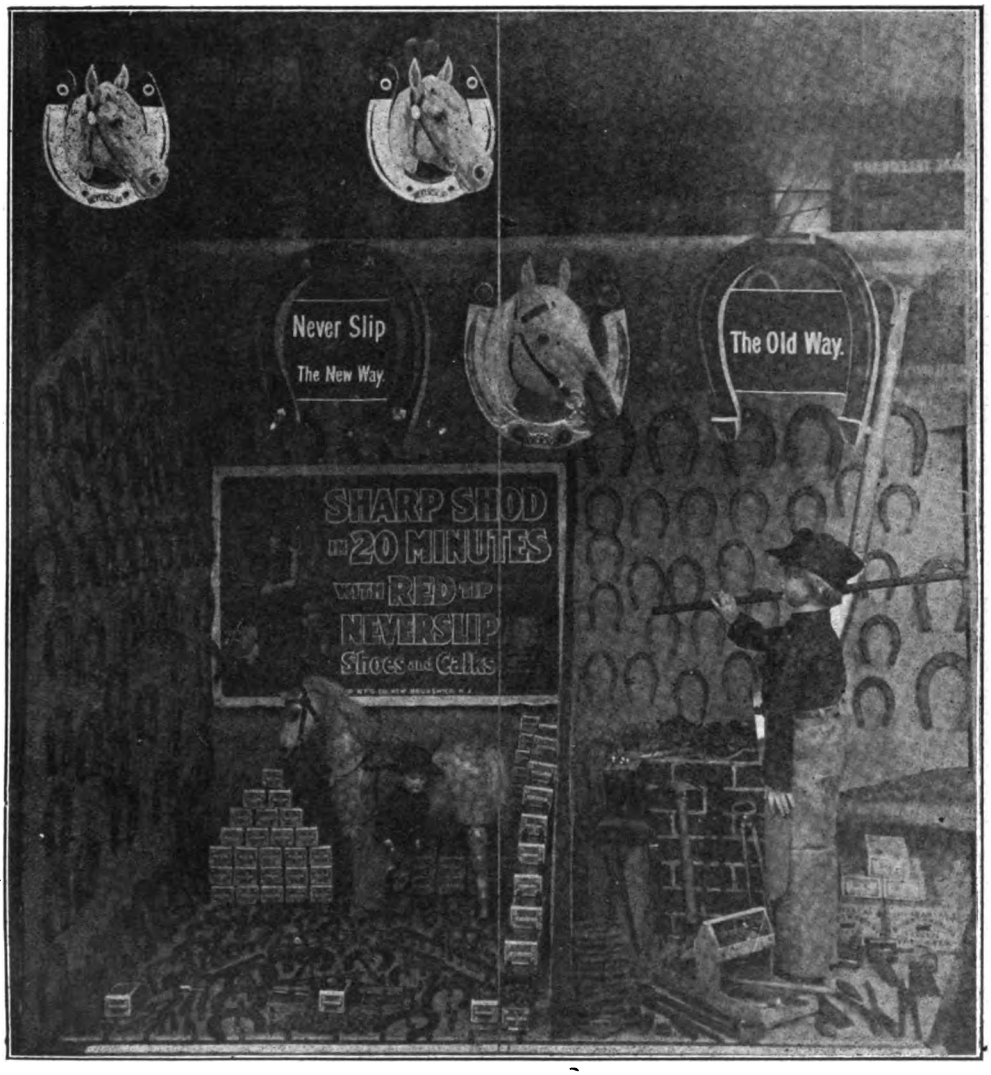
J. M. DAVIS & SONS.

Editor's Note—The "Hardware Bulletin" which Messrs. Davis publish is 6½x9½ inches in size, and the current issue has blue paper cover and contains 32 pages. Nearly half of the pages are used for articles of general interest, a feature to be commended. The vast majority of all the papers of a similar nature which come to us are devoted strictly to illustrations and descriptions of goods for sale. The feature of reading matter has a tendency for the recipient to look over it more carefully and also to retain it longer than would otherwise be the case. The concern also have included a number of announcements of merchants in other lines, which brings down the expense of issuing the paper. If any dealer is at all considering the issuing of such a paper he will do well to write to J. M. Davis & Sons, Oakland, Md., for a copy.

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A Horseshoe Window Display

The Pierson Hardware Co., Pittsfield, Mass., a short time ago had a display of horseshoes and horseshoe calks, which proved a great drawing card, and also brought results in increased sales of these goods. At the right is shown the figure of the 'smithy with hand on bellows. Scattered about his feet are his kit of tools, horseshoes, calks, anvil, etc. About the wall are hung many horseshoes, as one will see in the real blacksmith shop. In the center of the display a diminutive 'smithy is shoeing a toy horse. The entire affair was very "horsey" and brought the business, as well as a high place among the numerous contestants.



HORSESHOE WINDOW DISPLAY BY PIERSON HARDWARE CO., PITTSFIELD, MASS.

Appreciation from China

The HARDWARE DEALERS' MAGAZINE is regarded by this office as a most desirable medium of information to dealers, and we have placed it on file in our library of trade publications, where it is consulted by the trade.

SAMUEL L. GRACEY,
Foochow, China. American Consul.

In this progressive age a man's usefulness, like that of a postage stamp, consists in his ability to stick to a thing until he gets there.

The same old way of doing things cannot be successfully employed month after month and year after year.

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Bulletin of New Dealers

(REQUESTS FOR CATALOGUES AND INFORMATION.)

Special reports have been received at the office of the HARDWARE DEALERS' MAGAZINE from the following new dealers (or change in style of firms) since last bulletin, stating the goods which they handle or expect to handle. These reports are sent to us direct from the dealers themselves, and are therefore reliable. They want the latest catalogues, special circulars or price-lists relating to the classes of goods they handle. The numbers indicate classes of goods handled.

1 Builders' Hardware
2 Machinists' Tools
3 Carpenters' Tools
4 Cutlery & Plated Ware
5 Tinware
6 Woodenware
7 Rope and Twine
8 Pumps
9 Agricultural Goods
10 Bicycles
11 House Furnishings
12 Guns and Ammunition
13 Building Papers
14 General Hardware
15 Electrical Supplies
16 Automobile Supplies
17 Factory Supplies
18 Stoves and Ranges
19 Furnaces
20 Saddlery Hardware
21 Vehicles
22 Lead and Iron Pipe
23 Tin Plate and Metals
24 Cabinet Hardware
25 Horse Shoes
26 Plasterers' Tools
27 Paints and Oils
28 Glass and Putty
29 Blacksmiths' Supplies
30 Fishing Tackle
31 Sporting Goods
32 Butchers' Tools
33 Hose
34 Weather Strip
35 Belting
36 Lawn Mowers
37 Lamps
38 Oil Stoves
39 Stationers' Hardware
40 Refrigerators
41 Shoe Nails, Soles, etc.
42 Wood Mantels, etc.
43 Plumbers' Supplies
44 Steam Fitters' Supplies
45 Yacht & Boat Hardware
46 Washing Machines
47 Incubators

Colorado

Manassa: Christensen-Aydelotte Hdwe. Co.
Retail (succeeded Grantham Hdwe. Co.), 4 to 10, 12, 13, 14, 18, 20, 21, 22, 25 to 31, 36, 37, 41, 46.

Georgia

Cochran: J. J. Taylor Hdwe. Co.
Retail (opened new store), 1 to 47.

Illinois

Edwardsville: Schulz Copper & Sheet Metal Works.
Retail (opened new store), 5, 13, 18, 19, 23, 38, 46.

Oneida: S. J. Metcalf & Sons.
Retail (formerly Metcalf Bros.), 1 to 5, 7, 8, 9, 11, 12, 14, 18 to 23, 27, 28, 30, 31, 33, 36, 38, 40, 41, 43, 44, 46, 47.

Indiana

Anderson: F. H. Smith.
Retail (opened new store), 1 to 8, 14, 26 to 34, 36, 37, 41, 46.

Iowa

Pocahontas: Robinson & Howard.
Retail (succeeded Chas. A. Parker), 1, 3, 4, 5, 7, 8, 12, 14, 18, 19, 20, 22, 23, 24, 26, 27, 28, 30, 31, 33, 34, 36, 38, 40, 44.

Kansas

Columbus: A. Hood & Sons.
Retail (succeeded W. T. Forkner), 1 to 9, 11, 12, 14, 18, 19, 21, 22, 23, 26 to 32, 36 to 41, 43, 44, 46, 47.

Emporia: Haynes Hardware Co.
Wholesale and retail (formerly Haynes Bros.), 1 to 12, 14, 18 to 31, 33, 36, 38, 40, 41, 42, 46, 47.

Grenola: Dickie & Marshall.
Retail (formerly Yates & Dickie), 1 to 5, 7 to 10, 12, 14, 18, 21, 22, 23, 25 to 32, 36, 40, 41, 43, 46, 47.

Youngtown: J. D. Sumner.
Retail (opened new store), 1, 4, 5, 7, 9, 12, 20, 27, 30, 37, 46.

Maine

Monmouth: Day & Richardson.
Retail (succeeded F. K. Blake), 1 to 9, 11 to 15, 18, 19, 22, 25, 28, 30, 31, 36, 37, 38, 40, 43, 44, 46, 47.

Maryland

Baltimore: Biedermann Bros.
Retail (opened new store), 1, 3, 5, 6, 7, 11, 14, 15, 22, 23, 24, 27, 28, 33, 34, 38, 43, 44.

Massachusetts

Andover: Walter I. Morse.
Retail (succeeded Henry McLawlin), 1 to 4, 6 to 9, 12 to 15, 20, 22, 24 to 34, 36.

Boston: W. A. Henry & Co.
Retail (opened new store), 1, 2, 3, 7, 13, 14, 24, 26, 27, 34, 36.

Minnesota

Grove City: Settgren Bros.
Retail (succeeded O. N. Lindell), 1 to 7, 10 to 14, 18, 19, 24 to 38, 40, 41, 46, 47.

McIntosh: John L. Hagen, Inc.
Retail (succeeded Halvorson, Hundeby Hardware Co.), 1 to 16, 18 to 23, 25 to 39, 41 to 46.

Roseau: Gus Oie & Co.
Retail (opened new store), 1 to 9, 12, 13, 14, 18, 20, 21, 22, 25, 27 to 31, 34, 35, 37, 39, 41, 44, 46, 47.

Verdi: J. H. Boring.
Retail (succeeded N. C. Mosgaard), 1, 3 to 8, 11, 12, 14, 18, 20, 22, 23, 24, 27 to 31, 37, 38, 39, 46.

Missouri

Bolivar: M. E. Kirby.
Retail (succeeded Drake Hardware & Implement Co.), 1, 3, 4, 5, 7, 8, 9, 12, 14, 15, 18, 19, 21, 22, 23, 25 to 29, 30, 31, 33, 36, 37, 38, 40, 41, 43, 44, 46, 47.

Keytesville: Chariton Hardware Co.
Retail (opened new store), 1 to 10, 12, 13, 14, 18, 19, 21, 25 to 38, 40, 46.

Neosho: W. T. Matters Hdwe. & Veh. Co.
Retail (formerly W. T. Matters), 1 to 5, 7, 12, 14, 18, 20, 21, 26, 29 to 36, 38, 40, 41, 46.

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Nebraska

Oakland: E. F. Nelson.
Retail (succeeded Peterson & Holst), 1 to 5, 7, 11, 12, 14, 18, 19, 22, 23, 25 to 28, 30, 32, 33, 36, 38, 40, 43, 44, 46.

New York

Ellington: Geo. B. Waith Co.
Retail (opened new store), 1, 3 to 10, 12, 13, 14, 18, 20, 21, 22, 26 to 28, 30, 31, 33, 34, 36 to 38, 40, 41, 46.
Jefferson: Hubbard Bros.
Retail (succeeded J. H. Gilmore), 1, 3, 5, 7, 8, 9, 12, 13, 14, 18, 22, 25, 27, 28, 29, 33, 34, 36, 37, 38, 41, 43, 46.

Ohio

St. Mary's: Wust Bros.
Retail (formerly Wust Bros. Hdwe. Co.), 1 to 8, 10 to 14, 17, 18, 22, 24 to 34, 36, 38, 40, 41, 46, 47.

Oklahoma

Roff: Roff Hardware & Implement Co.
Retail (succeeded Campbell-Hutcheson Co.), 1, 3 to 9, 11 to 14, 18, 20, 21, 22, 25, 26, 27, 29 to 38, 40, 41, 44, 46.

Pennsylvania

Harmony: Harmony Hardware Co.
Wholesale and retail (succeeded The Burry & Merkel Co.), 1 to 9, 12 to 15, 18, 20, 21, 24, 27 to 33, 36, 38, 39, 41, 43, 46.
Thompson: Thomas F. Todd.
Retail (opened new store) 3 to 9, 12, 14, 18, 22, 23, 24, 27 to 33, 36, 38, 41, 43, 44, 46.

South Dakota

Webster: Munson Hardware Co.
Retail (succeeded Lensegrav Bros.), 1 to 12, 14, 16, 18 to 33, 35 to 39, 41, 43, 44, 46.

Tennessee

Jackson: Gooch-Edenton Hardware Co.
Retail (opened new store), 1 to 7, 9, 10, 12, 14, 18, 20, 24, 25, 26, 28 to 34, 36, 38, 40, 41, 46.

Texas

Winters: C. S. Green & Bro.
Retail (succeeded T. H. Wright), 3, 4, 5, 7, 8, 9, 12, 14, 18, 20, 21, 22, 25, 29, 30, 33, 37, 41, 46.

Virginia

Glamorgan: Currier Lumber Corp.
Retail (succeeded R. D. Benson), 1, 2, 7, 13 to 16, 25, 27 to 31, 35, 37, 38.
Norfolk: Armstrong-Barrows Hdwe. Co., Inc.
Retail (succeeded J. B. Armstrong & Co.), 1 to 8, 10, 12, 13, 14, 17, 18, 26, 27, 28, 30, 32, 33, 36, 38, 41, 45, 46.

Wisconsin

Eau Claire: Chas. Stevens.
Retail (opened new store), 3, 4, 5, 6, 10, 12, 30, 31, 37.

Canada

Carnduff, Saskatchewan: J. E. Olson.
Retail (succeeded J. P. Shannon), 1 to 8, 11, 12, 13, 14, 18 to 20, 22 to 38, 40, 41, 42, 44, 46.
Montreal, Que.: Moreney, Cote & Co.
Retail (opened new store), 1, 3 to 8, 10, 13, 14, 15, 19, 26, 27, 28, 30 to 34, 37, 38, 40, 41, 46.

Alabama Retail Hardware Convention

The first annual convention of the Alabama Retail Hardware Association was held the 28th and 29th ult. at Montgomery, at which there was a good attendance. President B. F. Luttrell, Florala, presided. National Secretary M. L. Corey made an interesting address. J. W. Beasley, Birmingham, presented a paper entitled "Co-Operation With Competitor—to What Extent?" Rane McMillen, Demopolis, read a paper on "Why Mark Goods in Plain Fgures?" C. A. Simpson presented a paper on "What Kind of Advertising by the Manufacturer Benefits the Retailer to the Greatest Extent?"

Alameda Retail Hardware Association

At the annual meeting of the Alameda County (Cal.) Retail Hardware Dealers' Association, the following officers were elected:

President—John P. Maxwell, of Oakland.
Vice-President—J. W. Armstrong, of Berkeley.
Treasurer—Walter Meese, of Oakland.
Secretary—L. R. Smith, of Oakland.
Executive Committee—Fred Osborn, Oakland; A. S. Cooley, Berkeley; Phil Blake, Jr., Fruitvale.

Georgia Retail Hardware Association

At the annual meeting of the Georgia Retail Hardware Association, held the 20th ult., the following officers were elected:

President—C. M. Tillman, McRae.
First Vice-President—T. W. Brobston, Atlanta.
Second Vice-President—L. L. Bishop, Dalton.
Secretary and Treasurer—E. E. Delke, Valdosta.
Executive Committee—C. M. Tillman, E. E. Delke, R. W. Hatcher, Z. B. Hamilton and D. D. Bowers.

Valdosta was selected as the next place of meeting.

Philadelphia Merchants and Travelers' Association

Frank W. Huff, of the Supplee Hardware Co., Philadelphia, was elected president of the Merchants and Travelers' Association of that city at a recent meeting of the board of directors. The association is engaged in advancing the commercial interests of Philadelphia, the upbuilding of its trade and commerce, and the creation of a widespread knowledge of Philadelphia's resources; its manufacturing and industrial advantages, and in booming Philadelphia as a distributing point as well as a manufacturing city.

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Who Makes the Goods?

We have received numerous replies to the request in our last issue asking manufacturers to send to the Information Department, care of this MAGAZINE, 3 x 5 cards with names of goods which they manufacture, and their own name and address. Goods should also be cross indexed. These we place in our Card Index Reference Files, for the use of our readers.

Names of makers of following goods are requested to be sent us:

No. 325. "Toscot" Flat Detachable Belt Fastener.

No. 326. Peach Basket Manufacturers.

No. 327. "Midget" Sewing Machine.

No. 328. Address of New England Novelty Works.

No. 329. "Winslow" Sash Holder.

No. 330. Iron Wood Screw Rack, used by Wholesale Hardware Houses.

No. 331. Address of C. B. Rote & Co., tire benders.

No. 332. "Victor" Steels with iron handle for sharpening cutlery.

No. 333. "Ideal" Dust Pan with long handle to eliminate stooping.

No. 334. "Coyle's" Belt Soap.

No. 335. "Wood Trimmer."

No. 336. Washing Machine that can be operated by gasoline power.

No. 337. Machine for making Ringapples and also one for making chopped apples.

No. 338. Wood fibre teaspoon.

No. 339. "Rough and Ready" Rakes.

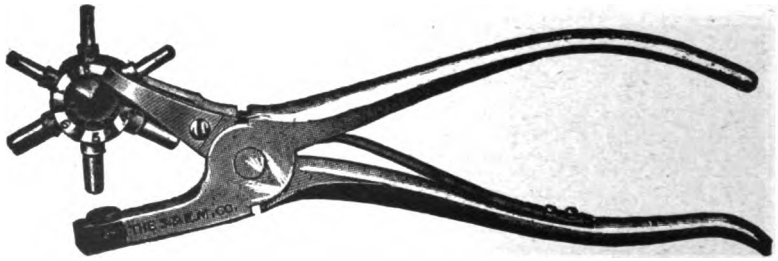
No. 340. "Bedford" Platform Scale.

Saturday Half Holidays

From reports which reach us it is evident that there will a larger number of retail Hardware Stores who will observe the Saturday afternoon holiday, during the summer months this year than ever before. In one city, where it has been in force for nine years, there was opposition manifested the first year, but a trial convinced the skeptical that it was a good thing for the office boy as well as the proprietor. A movement to get stores in other lines to make the same observance is meeting with greater success than a year ago. The chief difficulty at first seems to be that no one will take a determined stand, most of them saying, "Well, if the others will agree to close, I will." It is contended that employes work better throughout the week if they know they are to get the half holiday.

Is what you sell worth more after it leaves your hands than when you first came in touch with it? This is a good test to apply to your own efforts at salesmanship of which advertising is but a form.

Revolving Belt Punches



TUBES FOR REVOLVING PUNCHES



Write for Catalogue of HARDWARE SPECIALTIES

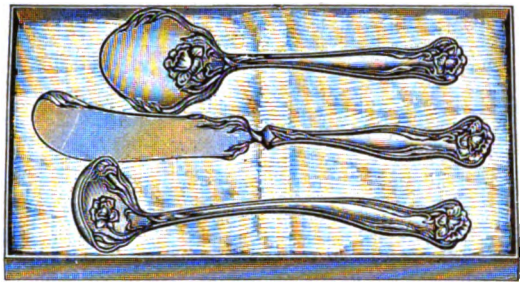
THE SMITH & EGGE MFG. CO.

BRIDGEPORT, CONN.

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MYSTIC

Butter Knife
Sugar Shell
Cream Ladle



EVERY DEALER

wishes to handle a brand of silverware that will prove so satisfactory to the purchaser as to cause return sales.

STAR (★) BRAND

silver has been known to the trade and the public for fifty years. It is pleasing in designs and thoroughly satisfactory in its wearing qualities. Every piece stamped

★ ROGERS & BRO. A-1

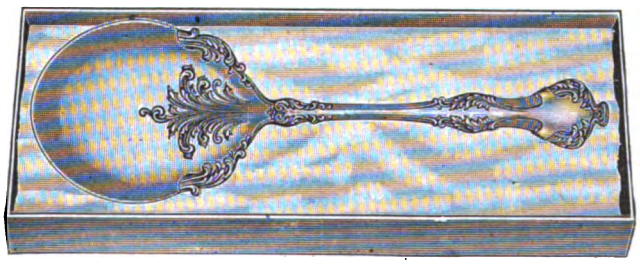
can be depended upon. Send for catalogue.

We are always ready to aid the dealer in his advertising and supply cuts and printed matter without charge. Send for booklet, "Advertising Hints and Suggestions, Etc."

ROGERS & BROTHER, Waterbury, Conn.

(International Silver Co., Successor)

New York Warerooms, 9-19 Maiden Lane



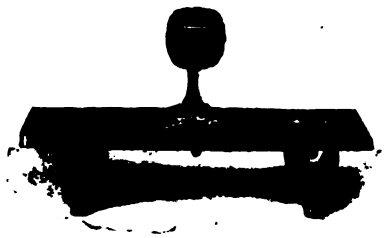
CREST

Berry
Spoon

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The Leading Utilities

For Burning Denatured Alcohol



Three Burner Cooking Stove

In polished nickel. Easily and accurately regulated as any gas burner—heat maintained, absolutely uniform, making the safest and most economical stove for general use.



Incandescent Alcohol Table Lamp

45 Candle Power—of polished brass or nickel. Unequalled in brilliancy, economy, portability and safety. Saves all the drudgery and uncleanliness of the ordinary lamp. Does not affect the atmosphere, therefore the ideal light for summer.



Pyro Flatiron

The quickest, smoothest, simplest and most economical flatiron made. Can be carried anywhere and is always ready. Accomplishes double the work of ordinary irons inasmuch as it can be used all day practically without interruption. Leaves no soot or ash on linen and is free from smoke and odor. Costs from ¼ to 1 cent an hour to operate. In four sizes—2, 3, 4 and 6 lbs.

Householders

are enthusiastic over the efficiency, economy, and all-round dependability of alcohol utilities equipped to burn Pyro Denatured Alcohol. They combine marked decorative utility with convenience, economy, cleanliness and perfect safety. They are incomparable for every purpose of lighting, cooking and heating. They cut down fuel bills, cut out labor, odors and danger, and afford more genuine satisfaction than any other similar devices now on the market. Pyro Alcohol Utilities are splendidly manufactured, and by virtue of their pre-eminent quality have aroused an overwhelming demand everywhere.

ALCOHOL UTILITIES COMPANY

156 West Twenty-third Street, New York

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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In March we told you why the Belt-man in all industries comes back for more of

STEPHENSON BAR BELT DRESSING



after once using it.

In April we told you about the Substitute in Peace as in War.

In May we told you about some of our Jobbing Friends and their kindly attitude toward us.

Now we give you the names of a few Dealers who carry a stock of our Dressing. The one nearest you will fill your order for STEPHENSON Dressing at as low a price as we can—but no lower—unless you can buy as many pounds at one time as he buys:

ALABAMA
Moore & Handley Hdwe. Co., Birmingham.
CALIFORNIA
L. P. Degen Belting Co., San Francisco.
COLORADO
Mine & Smelter Supply Co., Denver.
CONNECTICUT
The C. S. Mersick & Co., New Haven.
DELAWARE
Delaware Electric & Supply Co., Wilmington.
GEORGIA
Cotton States Belting & Supply Co., Atlanta.
ILLINOIS
Seehausen, Wehrs & Co., Chicago.
INDIANA
Fort Wayne Oil & Supply Co., Fort Wayne.
IOWA
Iowa Machinery & Supply Co., Des Moines.
KANSAS
Barnard Machinery Co., Enterprise.
KENTUCKY
Andrew Cowan & Co., Louisville.
LOUISIANA
Whitney Supply Co., New Orleans.
MAINE
Edwards & Walker, Portland.
MARYLAND
Carey Mchy. & Supply Co., Baltimore.
MASSACHUSETTS
Chase & Cooledge Co., Holyoke.
MICHIGAN
H. D. Edwards & Co., Detroit.
MINNESOTA
Hudson & Thurber Co., Minneapolis.
MISSISSIPPI
Mann Hardware Co., Greenwood.
MISSOURI
J. D. Streett & Co., St. Louis.
NEBRASKA
United States Supply Co., Omaha.
NEW HAMPSHIRE
John B. Varick Co., Manchester.
NEW JERSEY
Roe & Conover Co., Newark.
NEW YORK
Every enterprising Supply House in the State.
NORTH CAROLINA
Textile Mill Supply Co., Charlotte.
OHIO
Every Dealer in the State who is a factor in the trade.
OKLAHOMA
Checotah Hardware Co., Checotah.
OREGON
E. C. Atkins & Co., Portland.
PENNSYLVANIA
Maddock & Co., Philadelphia.
Somers, Fitler & Todd Co., Pittsburg.
RHODE ISLAND
U. S. Mill Supply Co., Providence.
SOUTH CAROLINA
Montgomery & Crawford, Spartanburg.
TENNESSEE
Tennessee Mill Supply Co., Knoxville.
The Riechman-Crosby Co., Memphis.
TEXAS
Briggs-Weaver Mchy. Co., Dallas.
VIRGINIA
Smith-Courtney Co., Richmond.
WASHINGTON
E. C. Atkins & Co., Seattle.
WEST VIRGINIA
The Chas. H. Berry Supply Co., Wheeling.
WISCONSIN
Milwaukee Leather Belting Co., Milwaukee.

Your Protection Against Substitution is the Man with the Cog-Wheel Face on Each Pound Stick.

STEPHENSON MFG. CO., Albany, N. Y.

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"SYRACUSE" Cup Point Nail Sets are the best

For twelve years the standard. Every point tested on steel. Look for the name. Points 2, 3 and 4/32, assorted or straight sizes, as desired.



SYRACUSE TWIST DRILL CO., Makers, 934 Grape St., Syracuse, N. Y.

COOKS THE FOOD—NOT THE COOK



DAVIS FIRELESS COOKER

Cooks without fire; saves 75 per cent. fuel. Saves one-half the work.

Money maker for dealers; can be sold in every home. The Davis has exclusive features found in no other: Larger capacity, trimmed with oak of mission design, **durable steel body, separate compartments,** removable linings, onyx utensils, made in three sizes, lower in price, quality considered.

Now is the time to reap the harvest. Write us to-day for prices and descriptive booklet.

We sell to dealers only.

DAVIS MANUFACTURING CO., - - Lansing, Michigan

EASY DIGGING

How many different classes of consumers in your town have use for

Iwan Post Hole Augers?

Count them. Farmers, Stockmen, Poultrymen, Plumbers, Contractors, Telephone, Electric Light, Street Railway Companies, and Large Real Estate Owners.



Many dealers sell from 8 to 8 dozen Iwan Augers a year; the profit is good, and the augers very easy to sell, as we advertise to all classes of users. Go after this trade. Get a share of it. It will help you sell other goods.

We make also Post Hole Diggers, Tile Ditch Cleaners, Tiling Spades, Sickle Edge Hay Knives, Revolving Chimney Tops and Wire Conductor Pipe Hangers. All are for sale by Jobbers.

Iwan Brothers

Manufacturers

Streator, Ill.

Howland Pump Oiler



Used the world over. Standard everywhere. Pumps the oil to the bearings at the first stroke and in just the quantity desired.

For sale by all jobbers in the U. S. and Canada

MAPLE CITY MFG. CO.

MONMOUTH, ILLINOIS



"THE ARROW CAN"

Trade Mark registered U. S. Pat. Office

FOR ASHES AND GARBAGE

Made in Six Sizes

For full Particulars and Prices write to

THE ARROW CAN CO.

35 Warren St., NEW YORK

Sole Agents for Canada, Thos. Davidson Mfg. Co., Montreal, Canada

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The Gun That Holds the World's Record

The Smith Gun equipped with the Hunter One-Trigger holds the world's record of 419 straight, made by W. R. Crosby in 1905. Smith Guns are recognized by all leading professional and amateur sportsmen as the highest grade guns made.

SMITH GUNS
HUNTER ONE-TRIGGER

The Hunter One-Trigger is the only perfect, practical one-trigger ever produced. It is non-frictional and *cannot* balk or double. It increases the efficiency of the second barrel by 50 per cent., and has met with instantaneous and universal popularity.

The Hunter One-Trigger can be attached *only* to Smith Guns.

THE HUNTER ARMS CO.
86 Hubbard Street Fulton, N. Y.

50,000
ADJUSTABLE TUB HOOPS

For particulars apply

STANDARD BRASS & IRON WORKS
Milwaukee



UMBRELLA CLOTHES BAR

32 FEET DRYING SPACE

Handy in Laundry, Kitchen and Nursery... Handy Everywhere. Each arm one piece, kiln dried hardwood, works independently

MARTOROSS CO. Mfrs.
40 Dearborn Street, CHICAGO

1908
Wholesale Hardware Directory
14th Annual Edition

The information given in this Directory consists of a brief description of the Wholesale Hardware Houses of the United States and Canada; giving the Date Established; Capital Stock, if Incorporated; Territory Covered; Lines of Goods Handled, Etc.

Price $1.00 Postpaid

DANIEL T. MALLETT
283 Broadway, New York

PYRO
Smokeless Odorless

Registered in U. S. Pat. Office.

DENATURED ALCOHOL

Guaranteed by

U.S. Industrial Alcohol Co.

To Conform to United States Government Specifications

Specially prepared for Lighting, Heating and Cooking in apparatus where high proof alcohol gives best results. Upon request we will send list of Supply Depots in all principal Cities

U.S. Industrial Alcohol Co.
100 William St. New York

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FLOOR TOOLS OF MERIT
FOX FLOOR SCRAPERS



The FOX No. 1

Dealers make good money handling our line. Get your share of the business by canvassing your building trade.

The greatest **LABOR** and **MONEY SAVING** carpenters' tool on the market. Built on right lines, simple in construction, easy to operate and does perfect work. Will save its cost in a couple days work and last a lifetime.

Every carpenter needs the **FOX No. 1 FLOOR SCRAPER.**

Write us for prices and advertising.

Why not put a line of FOX FLOOR SCRAPING TOOLS in your show window and let us refer inquiries to you—we prefer to sell through the dealer—and have planned an aggressive campaign of advertising for the coming season. Thousands of dealers are taking advantage of this advertising—why not you?

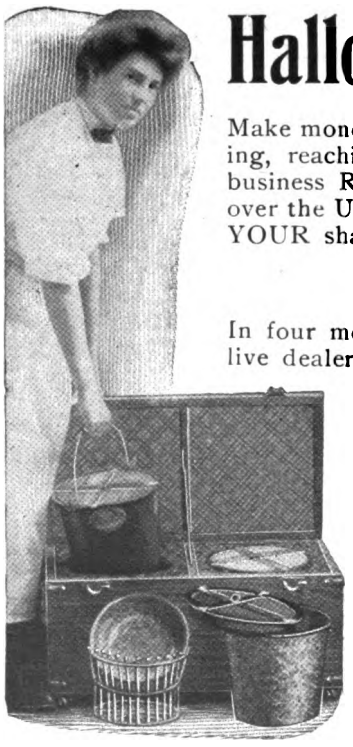




THE FOX CABINET SCRAPER

THE HANDIEST WOOD FINISHING TOOL ON THE MARKET. The body slides on the floor, insuring a cut of uniform depth. Blade fastened with a handy clamp—can be adjusted or reversed in a second's time—works equally well in a horizontal or perpendicular position Never leaves waves. Unequaled for floor, cabinet and bench work.

FOX MANUFACTURING CO., 185 Second St., Milwaukee, Wis.



Hallock Fireless Cookers

Make money for dealers. Our extensive magazine advertising, reaching ten million people every month, is bringing business RIGHT INTO THE STORES of our dealers all over the United States. Get your order in NOW and reap YOUR share of the harvest.

1,500 Sold in One City

In four months shows what can be done. Big profits for live dealers everywhere.

The "Hallock" has many exclusive PATENTED features and is pronounced by the buyer of one of the largest retail stores in America "the best Cooker on the market."

The "Hallock" is sanitary, PRACTICAL and reliable. Will last forever, requires no fuel and a child can operate. We furnish advertising matter.

This will be the biggest seller this season. Every sale backed by our positive guarantee. Write AT ONCE for prices and descriptive matter.

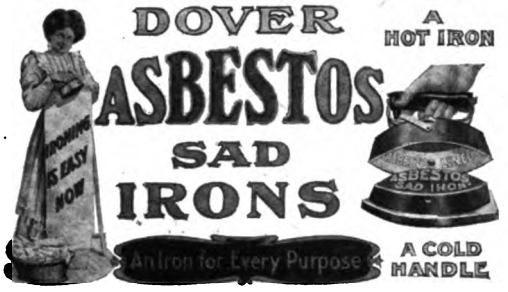
You ought to have your order in NOW!

HALLOCK FIRELESS COOKER CO.
GRAND RAPIDS, MICH.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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A Sign of Good Business



A Myercord Sign
(Reproduced in Miniature)

for the dealer and manufacturer is a

Meyercord Decalcomania WINDOW SIGN

Good for the manufacturers on account of its originality of designs, beautiful coloring and because it is transferred quickly on windows and doors of the stores **where their goods are sold.**

Good for the dealer because the high character of these signs impress the public with the importance of the product they advertise and the fact that **it is for sale right here now.** Probably no sign in the world means more to manufacturers and dealers *in actual dollars and cents* than .

Meyercord Decalcomania Window Signs

Occupying the most valuable advertising space available (Windows and Doors) **Free.** These beautiful signs constantly familiarize the public with your product and create **direct sale.** *Send in the corner coupon to-day. We'll do the rest. The cost is hardly an item.*

The Meyercord Company

1107-1112 Chamber of Commerce

CHICAGO

American Manufacturers of

Guaranteed Decalcomania Transfers

Tear off this Coupon and send it to us to-day. We will submit an original sketch free

THE MEYERCORD COMPANY,
Chamber of Commerce, Chicago.

We manufacture
What would you suggest for window sign for us? We assume no obligation however by this inquiry

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"Bestyet" Stropper



The "**BESTYET**" **STROPPER** is indeed the *best* yet. It enables you to strop **BOTH EDGES** of your blade **WITHOUT** taking it out of the frame (the old way) **BOTH EDGES BEING EXPOSED** (see cut above).

The "**BESTYET**" is constructed on **SCIENTIFIC PRINCIPLES.** The **EVEN BALANCE,** and the **THICKNESS,** assures a **PERFECT** bevel and an **EVEN** stroke, the result of which enables you to strop your blade to **PERFECTION.**

Those using the **GILLETTE** razor, also **ALL** other razors with **SINGLE** and **DOUBLE EDGE** blades, can, by using the "**BESTYET**" use the blades **MANY** times, thus reducing the cost of shaving to a **MINIMUM,** to say nothing of the **COMFORT** derived by giving your blade a few strokes on **ANY KIND** of a strop with the "**BESTYET**" **STROPPER.**

Retails for 50 cents each. For prices write to **FOR SALE BY ALL FIRST CLASS JOBBERS.**

JOHN G. BESTGEN & CO., Patentees and Manufacturers, 161 Summer St., Boston, Mass., U. S. A.



THE "CANNON OILER"

FORCES THE OIL ANYWHERE

It's a Force Pump

That is why it never fails to work. The spout cannot clog as it is always full of oil. You press the plunger—That's all!

Needed by every user of farm implements, traction engines, gasoline engines, automobiles, and all kinds of machinery. That is what makes it a good thing to sell.

Made in 4 sizes.

Sold by Hardware Jobbers. Manufactured by

R. E. BLOOMER, Kelthsburg, Ill.





RUBBER HEADED NAILS
AND
WOOD PEG TIPS

We make many different little things in rubber



Cane, Chair, Crutch, Stem and Screw Tips, Bumpers and Fender Tips, Etc.

SEND FOR CATALOGUE

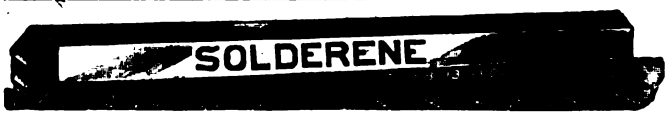
ELASTIC TIP CO.

370 Atlantic Avenue, BOSTON, MASS., U. S. A.



THREE SIZES

No. 1 — 11/16
No. 2 — 11/16
No. 3 — 9/16

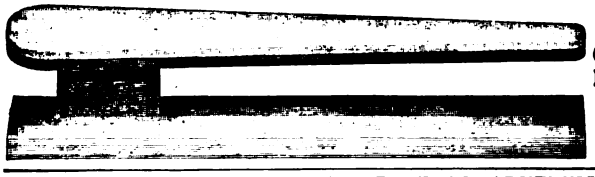


Solderene is a high grade Solder ground and mixed with new quick acting fluxes and compressed into convenient hexagonal form as shown in the illustration.

Solderene is suitable for the Householder, Mechanic, Automobilist, Electrician, etc.

Solderene is easy to use. No acid, rosen or other fluxes required. Full directions with each stick. Price 10 cents. Solderene is now carried in stock by nearly all the best Jobbers. If your Jobber does not have it, write us and we will see that you get it SOLDERENE COMPANY, 91 Oliver Street, Dept. K, BOSTON, MASS., U. S. A.

"ECLIPSE" SLEEVE BOARDS



We make four different sizes and styles, also manufacturers of

Clothes Driers, Clothes Racks, Towel Racks, Suit Holders, Broom Holders and Household Specialties.

ECLIPSE MFG. CO.
North Girard, Pa.

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"ANDREWS SPECIALTIES"

Sell Easily and Quickly
Please the Customer and
Pay Good Profits to the Dealer



The "Androck" Bread Toaster

Size, 9 inches square

A Scientific Ten Cent Toaster

Toasts all over alike quickly and economically



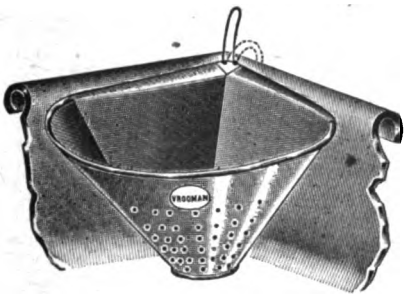
Sectional View, showing how all the heat is delivered through the small funnel shaped holes directly against the bread.



The "Hummer" Flue Stop

The spring steel hoop is so formed and attached to cover as to maintain a strong pressure against the side of the flue.

The "Hummer" cannot be blown out.



Mrs. Vrooman's Sink Strainer

Advertised in High Grade Women's Publications with twelve million readers. The sale is larger than ever. Are you getting your share?

Send for New Catalogue

Andrews Wire and Iron Works
ROCKFORD, ILL.



It's a pleasure to use a

SIMONDS SAW

so easy, clean and straight does it cut. This is because every Simonds Saw is

Made of Simonds Steel

the edge-holding, uniform-tempered steel that *is* saw-steel in every respect. Every Simonds Saw is warranted.

Simonds Saws are the Best and They ARE the Best

no matter whether it be a hand saw, cross-cut, circular or band saw, that statement holds true. The trade-mark as above is etched on every saw—see that it is on the saws you sell. It guarantees pleased customers. Our advertising reaches millions monthly and keeps talking Simonds Saws to your customers.

1908 Catalogue and Dealers' Discounts for the asking.

SIMONDS MANUFACTURING CO.
FITCHBURG, MASS.
CHICAGO, ILL.
NEW YORK CITY

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LUFKIN Measuring Tapes and Rules



Satisfactory alike to Jobber, Retailer and Consumer. Liberal Protection and Honest Goods make a combination worthy of your notice.

SEND FOR CATALOG

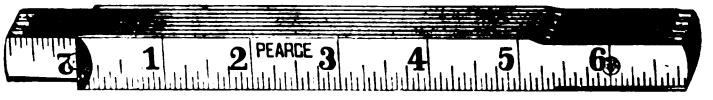
THE LUFKIN RULE CO. SAGINAW, MICH., U. S. A.

New York London, England Windsor, Canada

NEW LINE

"Pearce" Spring Joint Rules

LOOK FOR TRADE MARK ON RULES AND BOXES "PEARCE"



BEST LOW PRICED RULE ON THE MARKET

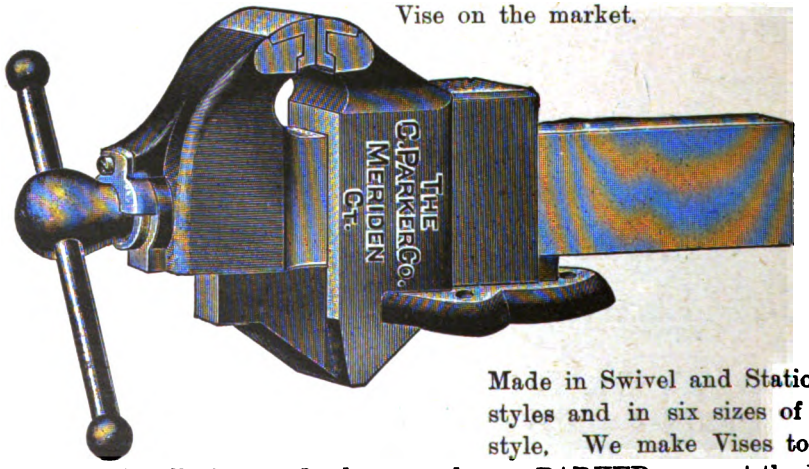
THE CHAPIN-STEPHENS CO. UNION FACTORY

RULES, LEVELS, PLANES, Etc., PINE MEADOW, CONN., U. S. A.

THE BEST AND LATEST IN VISES

The Parker Reinforced Slide

Solid Steel Bar running entire length of slide, making it the strongest Vise on the market.



Made in Swivel and Stationary styles and in six sizes of each style. We make Vises to suit all trades and in all sizes, and when you buy a PARKER you get the BEST.

THE CHARLES PARKER COMPANY

N. Y. Salesroom, 32 Warren St. Factories, Meriden, Conn.

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ARE YOU THE MAN ?

Who is looking for a good specialty which will attract to your store a line of trade which your competitor will be unable to touch? Are you looking for some one who will go out in the highways and byways and call the best line of trade to your doors?

ONLY ONE DEALER IN EACH TOWN

And that dealer gets the benefit of our advertising which is read by 10,000,000 women. And the profit we offer you is exceptionally attractive. Don't make the mistake of letting this go for another day or two, but write us to-day for our plan and quotations.

THE O-HI-O COOKER CO.
616 Jefferson Avenue, TOLEDO, OHIO



Hotel Ice Water Pitchers



are just as convenient and acceptable in the home or out in the harvest field. The summer months always bring calls "for things to keep cool with." Our pitchers may be kept so spotlessly clean that a cool drink from them always tastes a little better than from "any old jug." Our line of

Lava and Volcanic Enameled Ware

includes everything necessary for a complete outfit for the June Bride. Nothing more suitable for a Wedding Present than a few pieces of this ware. It is not too soon to put in a stock of Helps for the Canning Season. Write for Catalogue, Prices and Free Sample Wash Basin. Mention Hardware Dealers' Magazine.

THE CLEVELAND STAMPING & TOOL COMPANY
CLEVELAND, OHIO

ROBT. F. HALL, Portland, Ore., Pacific Coast Agent. SPENCE MFG. CO., Agents, St. Paul, Minn.

HARTWELL BROS., Inc. CHICAGO HEIGHTS, ILL., U. S. A

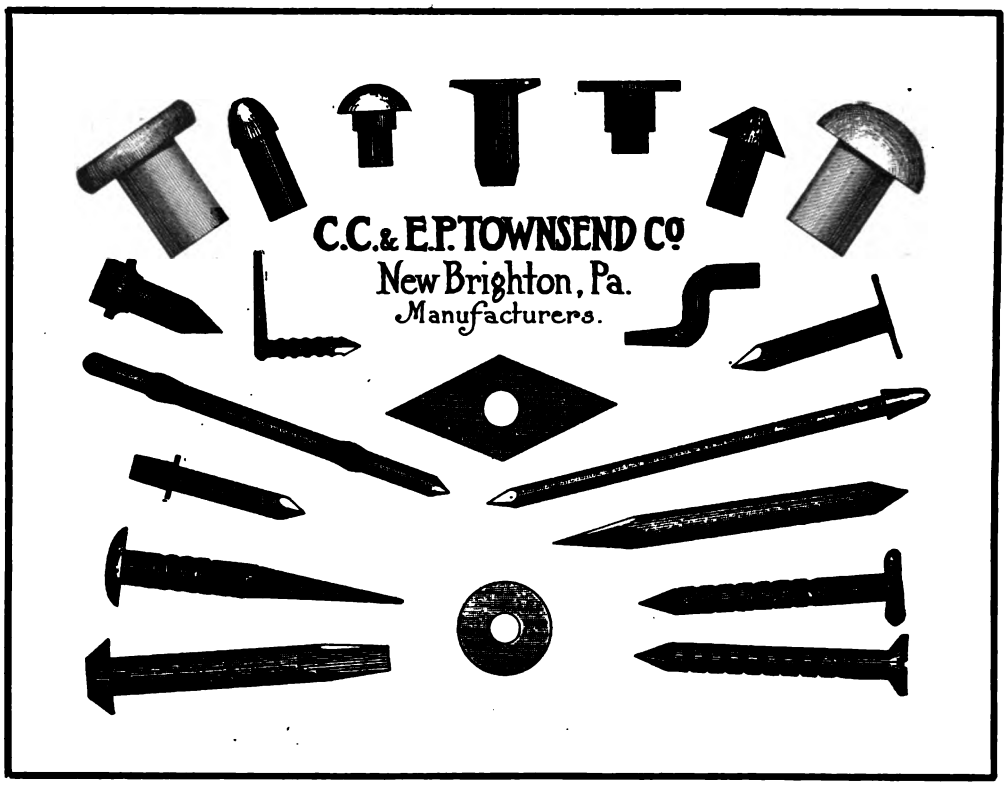
Manufacture a full line of HICKORY and OAK HANDLES. Also Genuine Hand-Made Split Second-Growth Handles.





ATTRACTIVE LABELS, enabling jobbers to handle exclusive brands. PROMPT SHIPMENTS.

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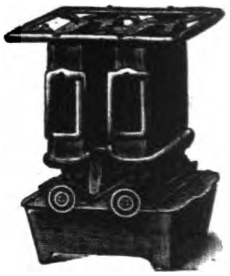
The Taylor & Boggis Foundry Co.

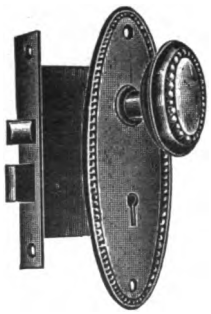
CLEVELAND, OHIO

MANUFACTURERS OF

LIGHT GRAY IRON CASTINGS, BUILDERS' HARDWARE

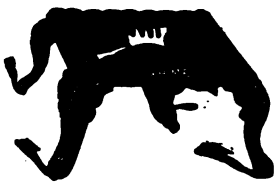
Dampers, Damper Clips, Oil and Gas Stoves, Furnace Lamps, Molasses Gates, Letter Boxes, Hardware Specialties.















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OUR NEW

No. 100—A. FRAMING SQUARE

Has an octagon framing rule on back of body of square; also common framing rule on face. For particulars address

NICHOLLS MFG. CO., - - - - Ottumwa, Iowa

A New Standard Eclipse Level

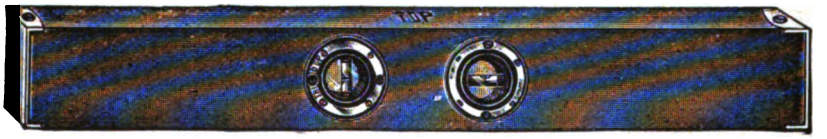


No. 31 SOLID CHERRY
No. 32 THREE-PLY CHERRY
No. 33 SOLID MAHOGANY

Two Level Glasses. One Plumb Glass
Side Glasses may be reversed at any time; all easily adjustable
All Glasses in plain view from either side
Glasses marked with two indelible lines
Brass trimmings on both sides

THE BAKER-McMILLEN COMPANY, Proprietors of
AKRON SPIRIT LEVEL WORKS, AKRON, OHIO

When you sell Levels —sell the Right Kind.



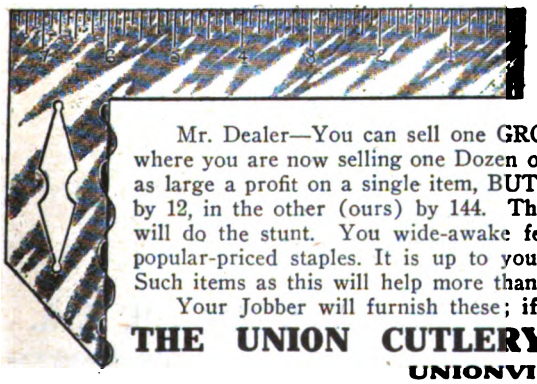
COOK'S PATENT LEVEL.

A Tool you can sell quickly, profitably and satisfactorily to Carpenters, Masons, Bricklayers, and all who use Levels or Plumbs, is the

DAVIS & COOK LEVEL

The different Level—with the bulb seen in all positions. Under or over—or 10 feet away. You know the trouble with the old style bulb-in-the-top Level—useless unless you stand over them. For sale by all leading jobbers. Catalogue on application. Made only by

DAVIS & COOK, - Watertown, N. Y., U. S. A.



Combination Try and Mitre Square

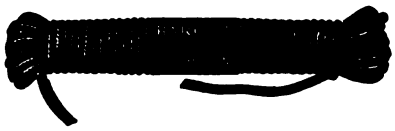
Mr. Dealer—You can sell one GROSS of this new patented Tool Specialty where you are now selling one Dozen of the old style featureless Try Square. Not as large a profit on a single item, BUT in one case you multiply your single profit by 12, in the other (ours) by 144. The goods on your shelves and a little Display will do the stunt. You wide-awake fellow, take notice! Your best profits are in popular-priced staples. It is up to you to make the year 1908 a profitable one. Such items as this will help more than you have any idea.

Your Jobber will furnish these; if not, we will.

THE UNION CUTLERY AND HARDWARE CO.
UNIONVILLE, CONN.

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MANUFACTURERS OF

COTTON

TWINES, MOPS, WASTE

WICK, SASH CORD, AND CLOTHES LINES



ESTES

MILLS



NEW YORK OFFICE: 97 Warren Street
Telephone: 3511 Cortlandt

Fall River, - Mass.

STARRETT TOOLS



CATALOG Nº 18

THE L. S. STARRETT CO.
ATHOL, MASS.
U.S.A.
NEW YORK, CHICAGO, LONDON

A New Catalog

232 Pages. Over 300 Illustrations. Lots of New Tools

THIS is the newsiest, handsomest, most convenient and most complete tool catalogue ever issued. Arranged and printed for the special convenience of busy hardware dealers.

Ask for Catalog No. 18X

The L. S. STARRETT CO., Athol, Mass., U. S. A.

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SILVER LAKE

Our Name is Stamped on the Cord

SILVER LAKE SASH CORD

RECOGNIZED STANDARD SINCE 1868

Warranted to give satisfaction when used with weights and pulleys recommended in our catalogue
Made in all sizes, varying by 32ds of an inch in diameter.
Braided on our own machines by the most experienced workmen.
Made from selected stock, free from waste and imperfections.
Hard braid and smooth finish make its appearance and wearing qualities the best.
Our name stamped on every foot of the cord itself makes identification easy.
Silver Lake Braided Cord is guaranteed in every particular.
Compare these few features with ALL the best points you know of other sash cords and see how we stand.
Write for Catalog B. It contains valuable information regarding our braided cord.

THE SILVER LAKE CO.

78 Chauncy Street, BOSTON, MASS.



"Columbian" and "Eureka"

Manila and Sisal

ROPE



ON EVERY COIL

Transmission and Hoisting Rope
Oil Well Cordage
Hay, Hide and Bale Rope
Tarred Lath and Fodder Yarn
Jute and American Hemp Twines

Columbian Rope Co.

Auburn, New York

New York City Office: 62 South St.

Agencies in All Principal Cities

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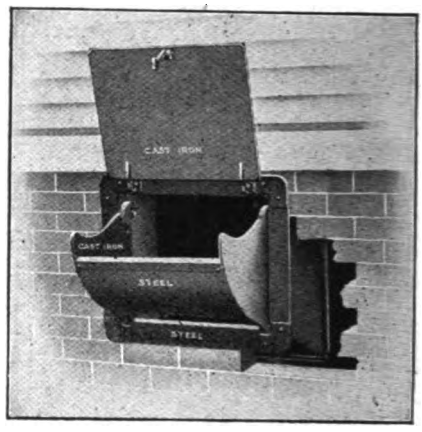
REVOLVING CASES



Made in 30 different styles and sizes. Send for descriptive booklet and price list.

American Bolt & Screw Case Co.
DAYTON, OHIO, U. S. A.

THE MAJESTIC
COAL OR WOOD
CHUTES



Are rapidly coming into general use, and being specified by leading architects. Are advertised in the leading periodicals. Ask your Jobber, or write us for prices.

MAJESTIC FURNACE AND FOUNDRY CO.
3 West Street Huntington, Ind.

Whose Customers Are They?

Everybody's customers will come to your store for 3 in One, because it's the only oil on earth that lubricates perfectly, cleans and polishes everything properly, prevents rust positively.

Housewives, mechanics, professional men, everybody wants 3 in One. We will send advertising matter and samples to people in your community and tell them to come *to you*. This makes actual sales. Don't you want this business? Aren't you willing to keep all your present trade and skim the cream off the milk cans across the street? Your profit is sure and big. Ask your jobber about 3 in One. He can supply you.



FREE Our new Celluloid Signs and Transparencies are free to dealers. Write for them.

THREE IN ONE OIL CO.
42 Broadway, NEW YORK

HERRICK'S



TOOL RACK

Are Now

seen to be one of the necessities to be considered in all well equipped hardware and implement stores. Herrick's Hammer Cases, Screw Cases, etc., are also worthy of consideration. Our Catalogue shows the full line and free to those interested.

F. A. HERRICK CO.
Jackson, Michigan



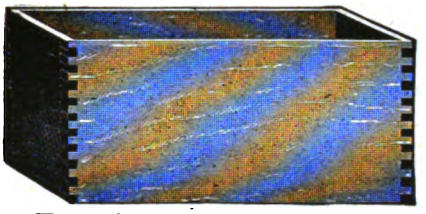
District Sales Offices

New York, N. Y. Hudson Terminal Bldgs.
Chicago, Ill. Commercial Nat. Bank Bldg.
Pittsburg, Pa. Frick Bldg.
Philadelphia, Pa. Pennsylvania Bldg.
St. Louis, Mo. 3rd National Bank Bldg.
San Francisco, Cal. Crocker Bldg.
Portland, Ore. Wells Fargo Bldg.
Salt Lake City, Utah. Dooly Bldg.
Denver, Colo. Majestic Bldg.
New Orleans, La. Maison Blanche.
Atlanta, Ga. Candler Bldg.
Seattle, Wash. Alaska Bldg.

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INTERCHANGEABLE LOCK-CORNER SHELF BOXES
FOR THE HARDWARE TRADE.



THE A. H. GREEN CO.,
97-101 Warren St., NEW YORK.



Steel
Nickel Plated
Show Case
Brackets

NASHUA TILL CO.
MANUFACTURERS OF
Alarm Cash Drawers
Nashua, N. H., U. S. A.

ROLLING STEP Ladders for Stores



No modern store is equipped up-to-date without the

BICYCLE STEP LADDERS

as part of its outfit.

We make Ladders to turn corners; to fit all kinds of uneven shelving; to work where floor is slanting; to fit any special requirements—and more Ladders than all other houses combined.

Ask about the new noiseless track.

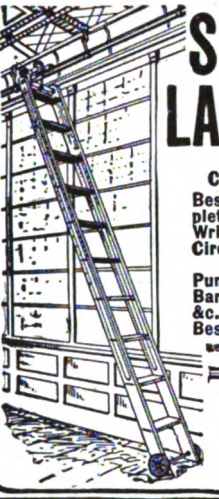
CIRCULARS FOR THE ASKING

THE BICYCLE STEP LADDER CO.

65 Randolph Street
Chicago, Ill.

EASTERN AGENTS H. H. YOUNGS, 180 W. 74th St., N.Y. City

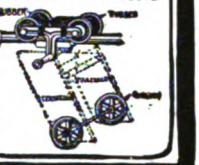
F. E. MYERS & BRO., Ashland, O.



STORE LADDERS

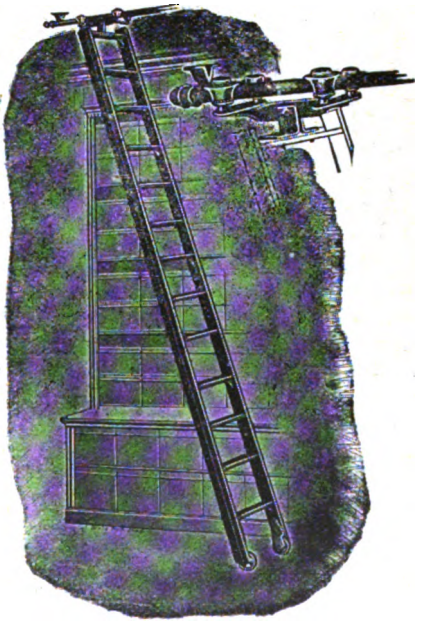
NOISELESS.
CUSHION TIRE.
Best and Most Complete in the Market. Write for Descriptive Circular and Prices.

MFRS.
Pumps, Hay Tools, Barn Door Hangers, &c. Largest and Best Line in the World



SHELF BOXES
TO ORDER

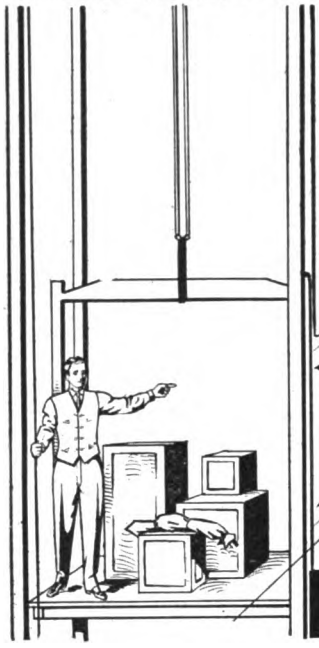
HENRY H. SHEIP MFG. CO.
Columbia Ave. and Randolph St., Philadelphia, Pa.



SEND FOR No. 22 CATALOGUE
Coburn Trolley Track Mfg. Co.
HOLYOKE, MASS.

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FREIGHT ELEVATORS



Are the Very Essence of Economy in Pretty Near Any Business.

RAISE YOUR PROFITS

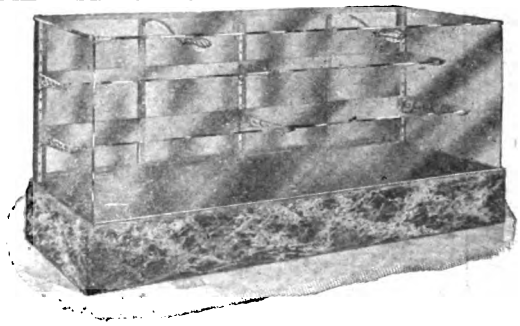
Don't Cost as Much as You Think

UNION
Hand-Power

Are Durable, Safe and Inexpensive

WRITE FOR PRICES

Union Elevator & Machine Co.
144-6 Ontario Street, CHICAGO



Our Quincy Special, No. 500. The most unique and practical all plate case made.

WHICH FOR YOU?

—a Quarter-Sawed oak case at a plain-oak price or a plain-oak case at a Quarter-Sawed price?

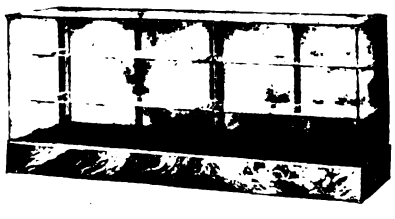
Quincy Special Cases

are all made from genuine Quarter-Sawed oak and *sold at a plain oak price.*

If you want further evidence, ask any merchant who owns a Quincy Special.

May we send our catalog which will insure you protection on all sorts of store equipment?

QUINCY SHOW CASE WORKS
QUINCY, ILL.



BLOSSOM OUT

Hasn't been much fun in merchandising for the last six months.

Pretty hard winter for some of us.

But now it's Spring—the real new year is just beginning.

Let's do business, "letting the dead past bury its dead."

All of which is another way of saying that the time to freshen up that store with needed new equipment is now.

Don't buy a thing you can do without, but don't choke off the natural response your business will make to improved conditions.

OUR CASES WITH A CONSCIENCE and DEPENDABLE FIXTURES are ready on a spot delivery basis.

GRAND RAPIDS FIXTURES CO., 938 JEFFERSON AVENUE GRAND RAPIDS, MICH.

NEW YORK: 744 Broadway. ST. LOUIS: 703 Washington Ave.

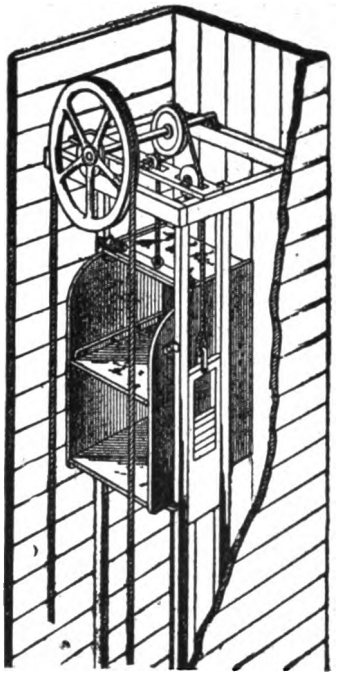
J. H. & R. R. POTTER, Agents for California, Nevada, Arizona and New Mexico, Box 250, Oakland, Cal.

D. O. TEALL, Sales Agent for Washington, Oregon and Idaho, 517 Pacific Block, Seattle, Wash.

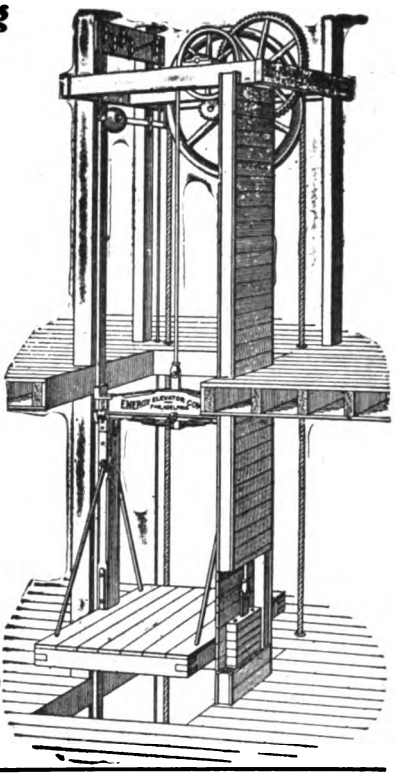
CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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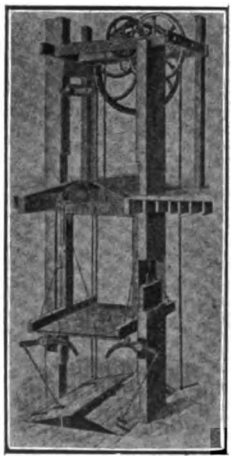
We shall be glad to send you Catalog describing



- The Little Beauty Dumb-Waiter
- The Rapid Transit Dumb-Waiter
- The Energy Dumb-Waiter
- The Little Giant Dumb-Waiter
- The Side Post Hand Elevator
- The Back Guide Hand Elevator
- Hand Power Passenger Elevator
- Carriage or Warehouse Elevator
- Belt Power Elevators
- Basement Lifts
- Power Attachments for Hand Elevators

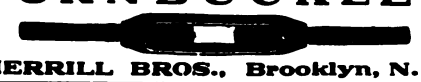


ENERGY ELEVATOR COMPANY
214-218 New Street, PHILADELPHIA, PA.



ELEVATORS
AUTOMATIC
HATCH DOORS
DUMB WAITERS
And all Appliances for Same
Manufactured by
O'Neill Elevator Co.
626 Cherry Street,
PHILADELPHIA, PA.
Send for Catalog

TURNBUCKLES



MERRILL BROS., Brooklyn, N. Y.

MADE RIGHT - WORKS RIGHT
With a No. 1 Fire Pot, you can quickly do more, and a greater variety of work, with less expense, than with any other fire pot made. The superior generating power of the burner is manifest by highest heat efficiency on half the gasolene others require. Power and quality, durability and economy, compactness and utility, characterize the No. 1. A little booklet (free for the asking) fully explains the many points of advantage that have made the No. 1 indispensable to wide-awake mechanics.



No. 1 FIRE POT
$6.00 Net
Jobbers supply at factory price, or we will ship direct if cash accompanies your order.

Clayton & Lambert Mfg. Co., Detroit, Mich. U. S. A.

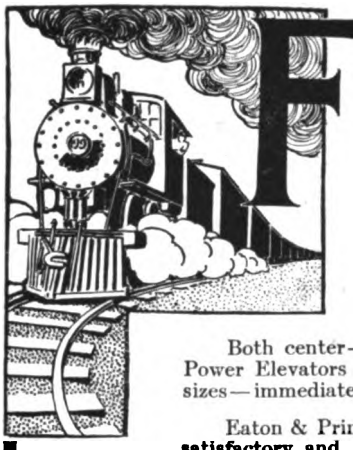
ROOFING SLATE
SLATE BLACKBOARDS

Established 1884
E. J. JOHNSON CO.
38 PARK ROW, NEW YORK
QUARRIES: Pennsylvania and Vermont

Prices quoted delivered anywhere. Booklet and complete Price List on Application.

Wire Inquiries Given Quick Attention

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FREIGHT FREE—

that's the way Eaton & Prince Hand-Power Elevators are now being sold—absolutely free of freight at any destination.

The prices enumerated in our Folder No. 44 give the exact cost to you of any elevator desired delivered in your own home town.

Both center-lift and corner-lift patterns of Eaton & Prince Hand-Power Elevators are continuously carried in stock in Chicago in various sizes—immediate shipments are thus always assured.

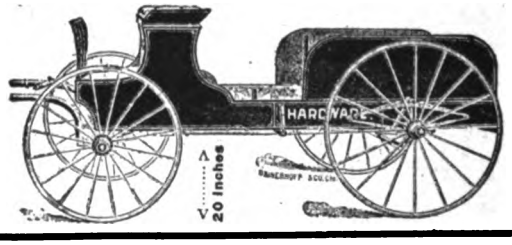
Eaton & Prince Hand-Power Elevators are economical, simple, safe, satisfactory and serviceable—the Folder contains full illustrated plans, details, stock sizes, besides the delivered prices—obtainable upon request of

EATON & PRINCE COMPANY

CHICAGO

Built Upon Honor

Up-to-Date Hardware Delivery Wagon



for progressive hardware dealers. Easy to load and light of draft. Best grade only.

Free Catalog upon Request.

Sycamore Wagon Works

109 EDWARD ST., SYCAMORE, ILL.

QUICK SELLING HARDWARE SPECIALTIES



These goods, on account of their construction and low price, are trade winners in every sense of the word, as they will give perfect satisfaction to the purchaser and to the retailer, and practically sell themselves. Write for prices.

THE ATLAS MFG. CO., New Haven, Conn.

New York Representatives: J. C. McCARTY & CO., 21 Murray St.

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"NEVER-BREAK"
TRADE MARK

Steel Spiders, Griddles and Kettles

Cooking Utensils That Do Not Warp, Scorch, Burn or Spoil Food.



Ask for Catalog.

The Genuine Branded "NEVER-BREAK." Imitations Fool the Foolish.

THE AVERY STAMPING CO.
Exclusive Manufacturers. CLEVELAND, OHIO

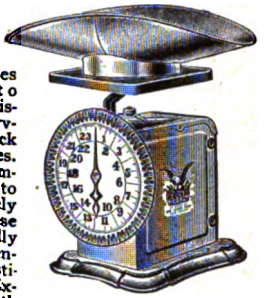


PELOUZE Improved Family Scales with Extra Large Dial—New Artistic Base

They can be instantly adjusted for plate, basket or scoop.

CAPACITY 24 pounds by ounces

No. E90 Steel Platform.
No. 90½ Tile Platform.



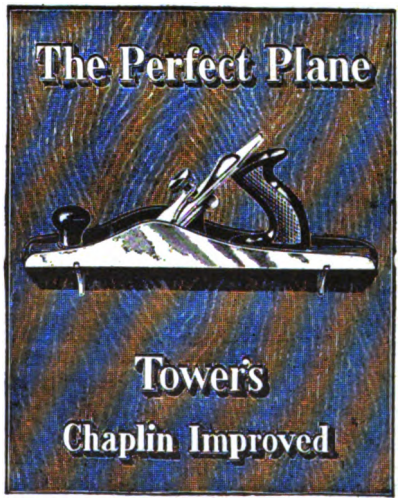
The Pelouze Scales are invaluable to proper cooking; indispensable in preserving. They keep check on your purchases. Soon pay for themselves. No weights to get lost. Absolutely automatic. These *Scales* are beautifully finished in black enamel and are artistically ornamented. Extra Large Dial with Silver center and gold border. Very attractive. Made of cold rolled steel.

No. T95 Tin Scoop.
No. B95 Brass Scoop.

Dealers should specify PELOUZE Scales in ordering from their jobber. Send for Cat. "K." 40 Styles.

PELOUZE SCALE & MF'G. CO.
405-413 Ohio Street, CHICAGO

"I have caused three other carpenters to *Sell their — Planes* and *buy the CHAPLIN*"



"Will always have a *Good word* to say for *your tools*. I consider them *The Best Made*"

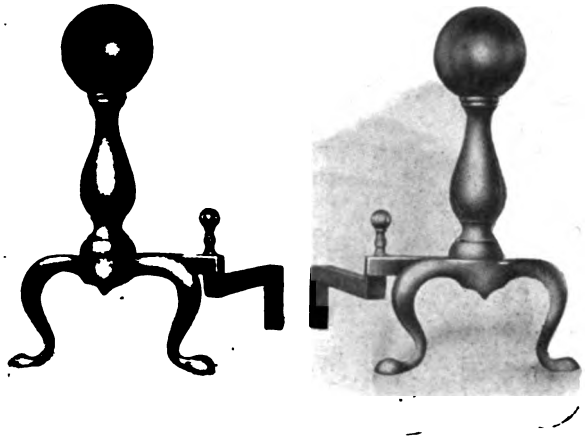
MANUFACTURED BY

Tower & Lyon Co.,

95 Chambers Street, NEW YORK CITY

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In Beauty, Simplicity and Individuality of Design, Rostand TRADE MARK Fire Place Fixtures



easily stand in a class by themselves.

Our line is practical and pleasing—both.

The prices are right.

See what we can do for you, by all means.

Get our Catalog, showing the full line, and keep it where you can look at it frequently. It is well worth having.

THE ROSTAND MFG. CO., MILFORD, CONN.

Manufacturers of Andirons, Fenders, Fire Sets, Candlesticks, Door Knockers, Hardware Specialties

TUCKS' TOOLS

(BEST IN THE WORLD)



TUCK MFG. CO., Brockton, Mass.



Always at Hand

4 Sizes of Screw Drivers in one. Simplicity itself. Drivers cannot be removed or lost. This magazine Screw Driver is one of the best selling articles in the trade. Get our prices and discounts.

London: 8 Long Lane, Aldersgate St. **The Billings & Spencer Co., Hartford, Conn.**

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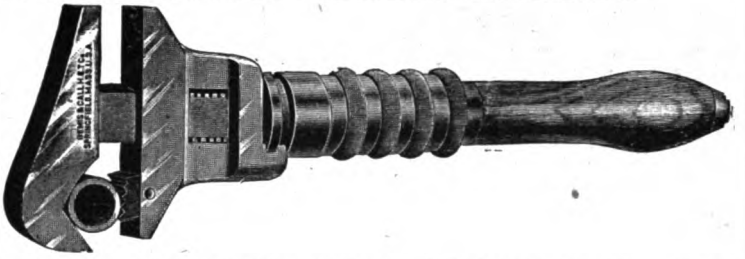
Now Then Mr. Dealer:—

We have an enviable record of 72 years making wrenches. If our wrenches are better than others you want to know it. If they will give complete satisfaction to your trade you should have them.

We Say To Every Doubter:—

Are we not an old enough house to warrant you in asking for our catalogue? Just to convince the suspicious ones that our claims are true, send for our catalogue and a trial order—then you will know without depending on statements of others.

LET US GET ACQUAINTED



BEMIS & CALL HARDWARE AND TOOL CO.
SPRINGFIELD, MASS.

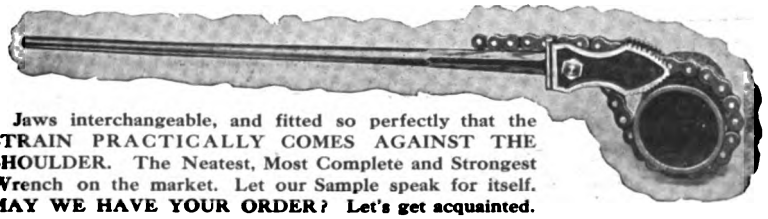


"Agrippas" Wrap

The first thing noticeable in work of Agrippa whether on pipe or cramped or regular fittings, is its impelling power. Note the complete chain contact or hug—just as your hand would naturally grip the pipe. Other pipe tools do not have this great advantage nor the one jaw feature permitting use on anything in line of fittings or pipe. See your dealer.

J. H. WILLIAMS & CO., SUPERIOR DROP-FORGINGS, **Brooklyn and Chicago**

"VICTOR" Reversible Chain Wrench



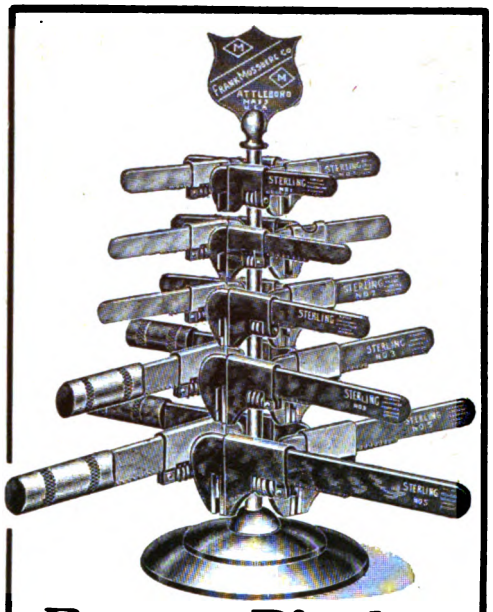
Jaws interchangeable, and fitted so perfectly that the STRAIN PRACTICALLY COMES AGAINST THE SHOULDER. The Neatest, Most Complete and Strongest Wrench on the market. Let our Sample speak for itself. MAY WE HAVE YOUR ORDER? Let's get acquainted.

In Six Sizes:
11, 12, 13, 13½, 14, 15

Note the handle hitch, with a re-enforcement in the shape of a shoulder upon the handle to protect or strengthen the jaw.

C. E. BONNER MFG. CO. Chrisman, Ill.

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Proper Display
PRODUCES
Proper Sales

FRANK MOSSBERG CO., Attleboro, Mass.
Chicago: 116 Lake St. San Francisco: 132 Valencia St.

Patented Articles of Malleable Iron

Hammer's

Adjustable Clamps
Malleable Iron
Hand Lamps.
Malleable Iron
Hanging Lamps.

New Improved Patent
Malleable Iron
OILERS
Three Sizes:
Nos. 11, 12 and 13



New Pattern Heavy Screw Clamps
STRONGEST IN THE MARKET
For Sale by all the Principal Hardware Dealers
Send for Price List
MALLEABLE IRON CASTINGS
of superior quality, and Hardware Specialties in Malleable Iron made to order
HAMMER & CO., - Branford, Conn.



Always Ask for the "U. S." Brand

A good tool is synonym of good work. A first class mechanic must have first class tools to do first class work

Once Introduced, Always Used

All goods warranted Catalogue on application

P. LOWENTRAUT MFG. CO.
FACTORY AND MAIN OFFICE, 36 to 54 BRENNER STREET, NEWARK, N. J.
Sales Agents, JOHN H. GRAHAM & CO., 113 Chambers Street, New York City



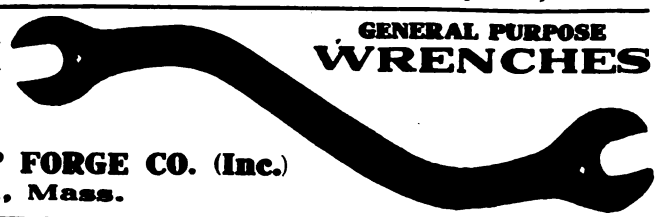


MONTE
WOOD HANDLE
SCREW WRENCH

Hardwood Handle, parts fitted to stay, will not crack or break. Lower Jaw and Handle Shank of one solid piece, with machine steel studs inserted clear to base. Will outlast any ordinary wrench. Write for sample.

MONTE WRENCH CO. 81 N. Pike St., Shelbyville, Indiana

Put up in sets of 5 in a box—⅜ to ½ inch bolts—in finished and semi-finished.
Write for price lists.



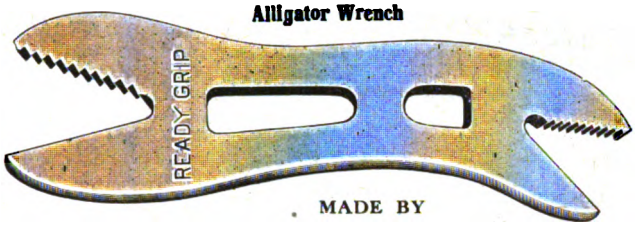
GENERAL PURPOSE WRENCHES

PAGE-STORMS DROP FORGE CO. (Inc.)
Springfield, Mass.

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"READY GRIP"

Alligator Wrench



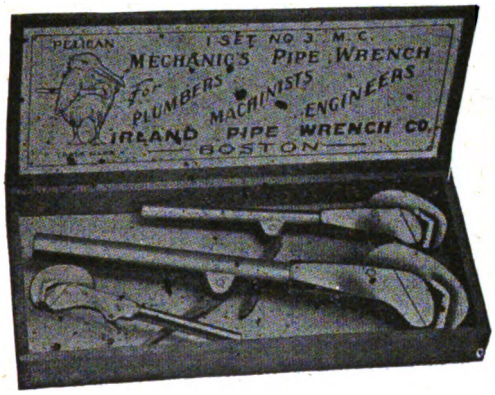
J. C. McCarty & Co.
21 Murray St.
New York

C. W. GAUSE & CO.
718 Mission St.
San Francisco

MADE BY

THE BRIDGEPORT HARDWARE MFG. CORP.
Bridgeport, Conn., U. S. A.

Our June Supplement showing New Goods, is just off the Press. ASK FOR IT



IRLAND PIPE WRENCHES

(3 Piece Set)

Quickly pay for themselves in time saved.
Jaws drop forged from high quality steel.
All parts interchangeable.
Operated with one hand, and being automatic, enables the user to reach at arm's length and make any adjustment instantly.

IRLAND PIPE WRENCH CO., Boston, Mass.
MANUFACTURERS

TOWER & LYON CO., 95 Chambers Street,
NEW YORK REPRESENTATIVES

C. W. GAUSE CO., 809 Market Street,
San Francisco Representatives.

YOUNGSTOWN, OHIO
RELIANCE
WARRANTED
Trade Mark Registered
In the U. S. Patent Office

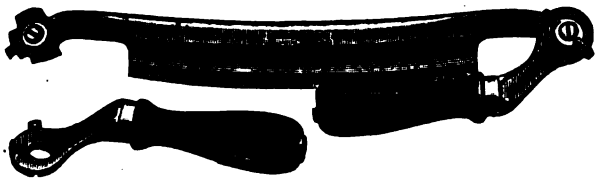
"The Production of Finest Quality Obtainable Characterizes Our Business."

Folding Handle Drawing Knife

Patented April 23, 1907.

No. 270

Strictly High Grade in every particular.



Handles Swing Into FOUR POSITIONS.

Made with 7, 8, 9 and 10-inch blades for stock sizes. Other lengths may be had on special orders. Packed 1/12 dozen in box.

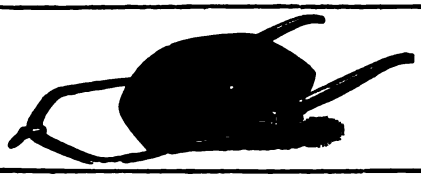
Quickly adjusted, and when parts are moved into place the lock is perfectly solid and secure against slipping while in use. Made of the best materials and all parts finely finished. Beautiful mahogany stained handles, highly polished, fitted with heavy ferrules. Sharpened and set ready for use—with temper guaranteed the very finest possible to produce. THE KNIFE FOR PRACTICAL WORKMEN.

MADE BY

THE RELIANCE EDGE TOOL COMPANY, Youngstown, Ohio

74 Murray Street, New York, N. Y. 162 East Lake Street, Chicago, Ill.

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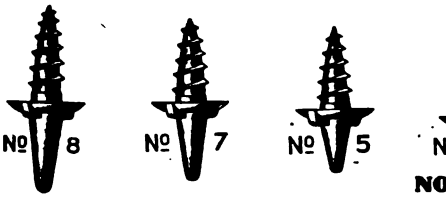


Give Them Cold Steel

Trays made from single sheets heavy annealed steel pressed "cold," lapped and riveted at corners. Giving greatest strength and wear at corners where it is needed. Hot pressed trays are thinnest at the corners. Handles that don't break or work loose.

Syracuse Chilled Plow Co., Syracuse, N.Y., U.S.A.

SCREW CALKS





NORTH & PFEIFFER CO., New Britain, Conn.



THIS MARK

found only on Genuine ARMSTRONG GOODS. Avoid any imitation. The mark is imitated—the *quality* of the goods *never*.

Water, Gas and Steam Fitters' Tools, and Machines for Pipe Cutting and Threading.

Write for Complete Catalog.

THE ARMSTRONG MFG. CO.

291 Knowlton St. Bridgeport, Conn.

GENUINE BARNES

PIPE CUTTERS

Kerosene Furnaces

Bicycle Wrenches

Hand and Foot Power Sawing Machines
Brass Tubular Steering Wheels for Yachts

MANUFACTURED BY

The Barnes Tool Company

NEW HAVEN, CONN., U. S. A.

GEM



FLUE STOPS

Absolute Simplicity
Folding Wire Fastener
Sold by all Jobbers

Manufactured only by

J. L. Clark Manufacturing Co.

Rockford, Illinois

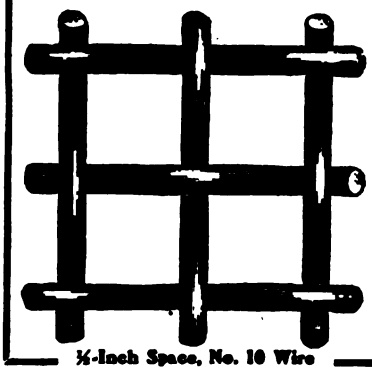




GARLAND
NUT AND RIVET CO.
PITTSBURG, PA.

BOLTS NUTS
RIVETS
PUMP CHAIN

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½-Inch Space, No. 10 Wire

WIRE CLOTH

Largest Assortment. All Meshes. All Kinds. Steel, Galvanized and other materials. Write us—**Get our No. 5-E Catalogue.**

Artistic METAL WORK
WIREWORK.

BUFFALO WIRE WORKS COMPANY
BUFFALO, N. Y.

The Old Reliable—Always Satisfactory

JERSEY

Poultry Netting
Farm and Lawn Fencing
Window Screen Wire Cloth
Coal Screens

All kinds of Wire Cloth—From all kinds of wire

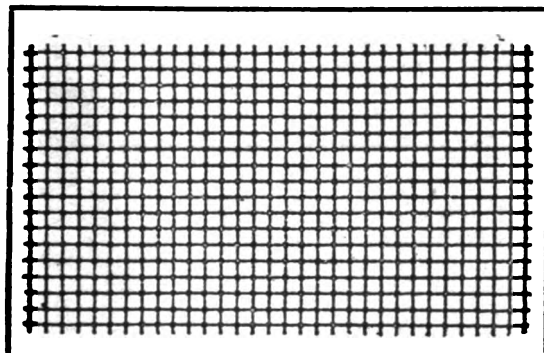
THE NEW JERSEY WIRE CLOTH COMPANY
TRENTON, N. J.



WRIGHT WIRE COMPANY

WORCESTER, MASS.

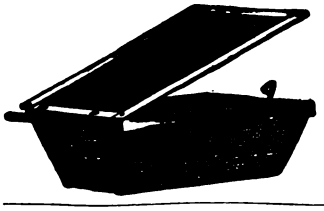
Wire Cloth, Poultry Netting, Staples, Wire Picture Cord and Other Wire Goods *Wire Clothes Lines*



"Galvanized Hex Nettings and Wire Cloth"

WIRE CLOTH, *all kinds*
Fly Screen Cloth, Painted, Galvanized or Bronze.
SCREENS,
Coal, Ore or Sand.
RIDDLES,
Hardware, Foundry and Coal.
Quality right, Prices right.
Write for them.

The Ludlow-Saylor Wire Co.
ST. LOUIS, MO., U. S. A.



This is the time to order **CORN POPPERS and ASH SIEVES** for future delivery. Send in your orders at once and we will do the rest.

DON'T use **WIRE SHANK** poppers, as the wood handle soon shrinks and cannot be tightened as there is no thread to a wire shank.

Our **TAPERING SCREW THREAD IRON SHANK** allows the handle to be **TIGHTENED INSTANTLY.**

We also manufacture **ASH SIEVES** and all **GRADES OF BRASS, COPPER, GALVANIZED** and **IRON WIRE CLOTH.**

Freight Paid. *Cash Discount.*

Rice & Co. Wire Works, Lowell, Mass.

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ZIM'S DUPLEX
WIRE STRETCHER

Patented Jan. 26th, 1904

Wire always under control. Stretches any required distance without releasing the wire. The *most perfect* tool of its kind ever invented.

Sells at sight on its merits.



BURGESS-NORTON MFG. CO., Geneva, Ill.

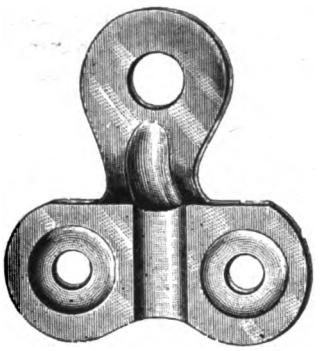
SCREEN SPRINGS AND LIFTS



Now is the time to Stock Up before Fly Time

SEND FOR SAMPLE CARD AND PRICES

THE WALLACE BARNES CO., Spring Makers. Bristol, Conn.



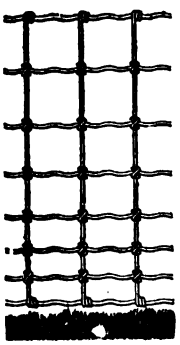
Berger's Wrought Star Ears

This is as fine an ear as can be made. Every piece is perfect, with fine finish, nicely tinned, same size and thickness as our malleable Star Ears. No. 30 corresponds to malleable No. 3, etc. Furnished in gross boxes or in bulk to suit the purchaser.

Samples Mailed Free Upon Request.

BERGER BROS. CO. - Manufacturers

OFFICE AND STORE, 237 Arch Street
WAREROOMS, 100-102-104 Broad Street
FACTORY, 3114-16-18-20 N. 17th Street
Philadelphia



SQUARE DEAL FENCE

FIELD, RABBIT, POULTRY

This is admitted by experts to be the highest type of wire fence. The wires can't slip—see detail illustration of lock.

Our wavy line strand wire affords a springiness ten times more effective than that afforded by short crimps or corrugations—it enables Square Deal Fence to recover completely from sudden excessive strains which would permanently injure a less elastic fence.

We also make **wire nails, staples, barbed wire and plain wire,** and make a specialty of shipping mixed carloads.

Let us mail you a sample lock for inspection, together with quotation on your requirements.

KEYSTONE STEEL & WIRE CO., . Peoria, Ill.



Square Deal Lock Front View

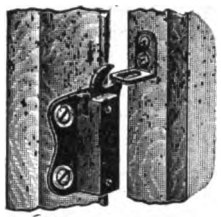


Square Deal Lock Sectional View Showing both strand and stay wire bent within the lock.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

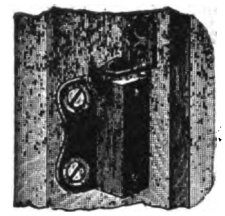
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Watrous Automatic Door Catch



OPEN

PATENT APPLIED FOR



CLOSED

For screen doors, storm doors, office gates, etc. Holds the door tight shut and prevents sagging open at the top or standing ajar. Neatest, cheapest and best acting door catch on the market. No templet needed. Anyone can put it on in two minutes. The lightest trip and the strongest hold. Mounted Model frame free with each first order of three dozen or more. If your jobber does not carry it write us and we will give you name of someone covering your territory who does.



Patent applied for

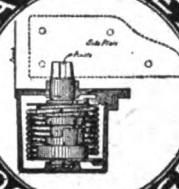
Japanned Steel Door Buttons

Half the weight of the cast, much stronger, and will not break. No higher in price and twice as good. Made in all sizes from 1⅛ to 2½ inches. Insist on having them. Carried by all leading jobbers. Write us for samples and name of nearest jobber.

Patent applied for.

THE E. L. WATROUS MFG. CO., Des Moines, Iowa

MATCHLESS FLOOR HINGES



The up-to-date Hardware Dealers sell the Original

MATCHLESS

Floor Hinge, Jamb Hinges and Hardware Specialties

If you cannot procure of your jobbers, write us

MATCHLESS JAMB HINGES



LAWSON MFG. CO., 40 Dearborn St., Chicago, Ill.

NEW YORK OFFICE, 101 Reade St. BOSTON OFFICE, 224 Franklin St.

Ask for our new Catalogue No. 27



SUPERIOR

FLOOR SPRING HINGES AND DOOR HOLDERS

Best and Neatest Yet

Order from your Jobber. If he hasn't them, write us, but take no substitute

79 Reade Street New York

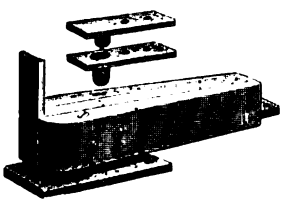
SUPERIOR SPRING HINGE CO.

123 South Clinton St., Chicago, Ill.

228 E. Third St. Los Angeles, Cal.



The SHELBY CHIEF

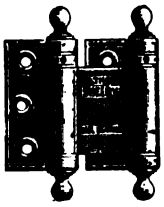


THE SHELBY "CHIEF"

Double-Acting, Ball-Bearing Floor Hinge and the SHELBY BALL-BEARING SPRING BUTTS are hinges of superior quality. They are neat and attractive, they work quietly but quickly, are easily adjusted and a great saving in cost of applying compared with others. Write for prices and Catalogue No. 14.

THE SHELBY SPRING HINGE CO.

Sales Department SHELBY, OHIO



The SHELBY SPRING BUTT

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CHICAGO SPRING BUTTS

TRADE CSB CO MARK

DURABILITY EFFICIENCY

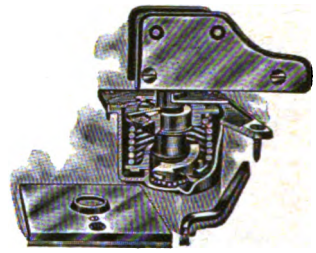
A PRODUCT OF RECOGNIZED SUPERIORITY



TRIPLE-END SPRING BUTT



CHICAGO SPRING BUTT



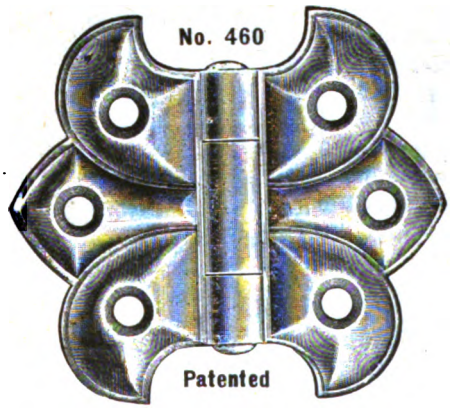
CHICAGO FLOOR HINGE

TRADE CSB CO MARK

Chicago Spring Butt Company

CHICAGO CATALOGUE ON REQUEST NEW YORK

TRADE CSB CO MARK



THE ORIGINAL

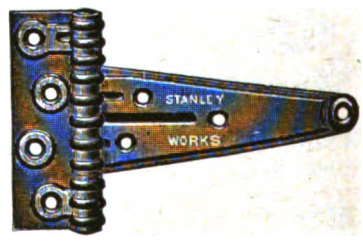
FLEUR DE LIS SURFACE HINGE

STRONG, MASSIVE AND PLEASING TO THE EYE

Beware of infringements. Don't get stung

THE GRIFFIN MFG. CO., ERIE, PA.

STANLEY'S STEEL CORRUGATED STRAP and T HINGES



LEADERS IN THEIR LINE

For Sale by All Jobbers

Send for "Autobiography of a Yankee Hinge." Mailed Free

THE STANLEY WORKS

79 Chambers St., New York — NEW BRITAIN, CONN.

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Bommer Screen Door Hinges

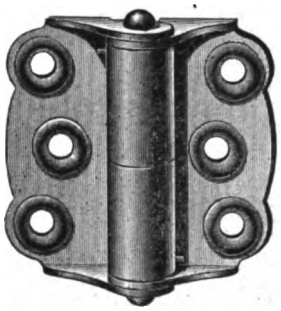
WROUGHT STEEL

The flies are coming, how are you fixed on screen door hinges? Do you stock the right sort? Bommer's No. 900 is a new departure in screen door hinges, and is by long odds the most attractive.

Style 900—Non-Holdback

Wrought Steel Japanned.

Has two bearing joints, no matter which end of hinge is uppermost, doubling its strength and durability. The best and handsomest screen door hinge ever produced.



No. 900

Bommer Spring Hinges are the Best

—

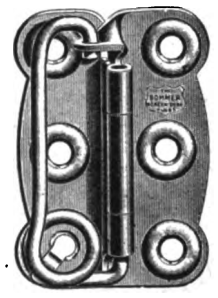
The Springs Never Go Lame

Style 999—Holdback

Wrought Steel Japanned.

Detachable From Door Without Unscrewing. Three parts only. No links or rivets.

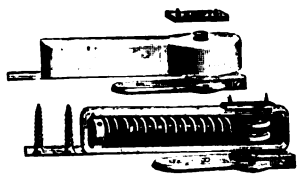
The spring and pintle is made of one single piece of oil tempered steel wire.



No. 999

Bommer Brothers, M'f'rs., 255 to 271 Classon Avenue, Brooklyn, N.Y.

Ten Reasons Why



"SHELBY CHAMPION" DOUBLE-ACTING SPRING HINGES sell

1st. Hold Open Feature Positive.
2d. Hardened Steel Bearings.
3rd. Ball Bearings at top of hinge post (out of the way from water and grit).
4th. Lateral Adjustment for lining up the door.
5th. Hinge and Floor Plate separable (easy for the carpenter to apply).
6th. Spring Pivot for top of the door (easy and quick to set up or take down).
7th. Quietness in Action.
8th. Neatness in Design.
9th. Right Up-To-Date.
10th. 25 per cent. More Value and Cost no more than others.

The Standard Mfg. Co.

Shelby, Ohio, U. S. A.

Door Springs



DO NOT BUY UNTIL YOU KNOW ABOUT THE

"Wagner Jointed Spring"

WRITE FOR OUR COMPLETE CATALOG

WAGNER MFG. CO., Cedar Falls, Iowa



ICE TOOLS

ELEVATORS—CONVEYORS

SEND FOR CATALOG

Gifford-Wood Co.

HUDSON, N. Y.

ARLINGTON, MASS.

CHICAGO, ILL.

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It Pays to Sell

Columbian

Spring Jamb Hinges
Spring Floor Hinges
Coat and Hat Hooks
Wrot Steel Registers
Blacksmiths' Vises
Machinists' Vises
Joist Hangers

QUALITY AND PRICE RIGHT

The Columbian Hardware Company

Ask for 1908 Catalog CLEVELAND, O., U. S. A.

Wood Mantels

FOR EVERYBODY

But we sell them to

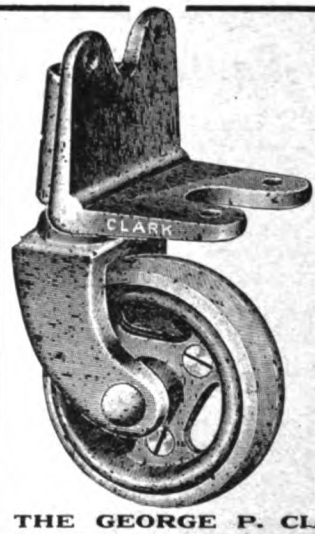
DEALERS ONLY

18 years experience in making the most complete and up-to-date mantels.

Write for free catalogue.

The IRONTON WOOD MANTEL CO.

IRONTON, OHIO



ONE OF OUR many styles of Casters. We are the largest manufacturers of Rubber Wheels and Casters in the world.

NO NOISE—NO WEARING OF FLOORS.

Catalogue sent upon request.

THE GEORGE P. CLARK CO.
General Office and Factory, WINDSOR LOCKS, CONN.
New York Office, 253 Broadway

USED ON
ITO ANTI-SKIDDING
MAIN TIRE GRIPS.
DRILL PRESSES.
XTILE MACHINERY
WIND MILLS, Etc.

ade in 8 sizes, from /8" to 5/16" wire.

1884 TWIST LINK MACHINE 1908



ONE OF OUR SPECIALTIES.

Can be secured promptly from the maker: **WOODHOUSE CHAIN WORKS, TRENTON, N. J.**

Manufacturer of General Hardware, Chains, Cables, High Grade Crane Chains and Bright Chains of all descriptions.

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HOME BENCHES



No. 98

The demand for a work bench in the Home is increasing wonderfully. Good profit in themselves, and help sell tools.

Bench shown above is 50 inches long, glued up 13-inch Maple top, with Rapid Acting Iron Vise. The drawer provides a desirable place for storing tools or unfinished work.

Twenty odd styles and sizes in our line. Write for Catalog.

Grand Rapids Hand Screw Co.

914 Jefferson Avenue
GRAND RAPIDS, MICH.

Largest Bench Manufacturers in the world



"The best is always the cheapest. There can be but one 'best' in anything, and in carpet sweepers who doubts that it is the

BISSELL

Aside from its recognized mechanical superiority, the Bissell is the only sweeper ever sold under a sound and rigidly enforced policy of fixed prices that guarantees to the dealer a good profit. It is evident that fixed retail prices are only of value to the dealer when associated with an article of reputation, and for which there is a general demand. Take away from a commodity reputation and demand, and fixed retail prices have no significance, no value whatever.

The foregoing analysis of fixed retail prices is worthy of the serious consideration of every merchant.

Write for our "Fan Offer."

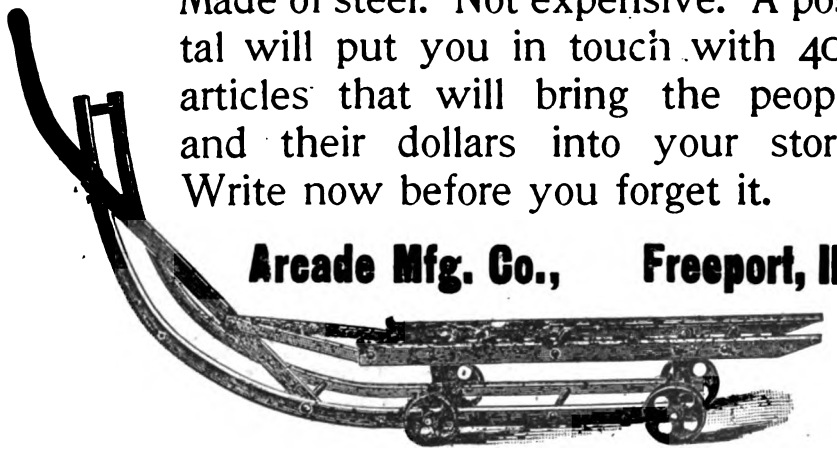
BISSELL CARPET SWEEPER CO.
Grand Rapids, Mich.

(Largest Sweeper Makers in the World.)

BRANCHES:
New York. Niagara Falls, Canada. London. Paris.

Can You Move a Hot Stove?

Hot or cold, big or little, the Baltzly will move them so easy you will hate to take the money. Made of steel. Not expensive. A postal will put you in touch with 400 articles that will bring the people and their dollars into your store. Write now before you forget it.

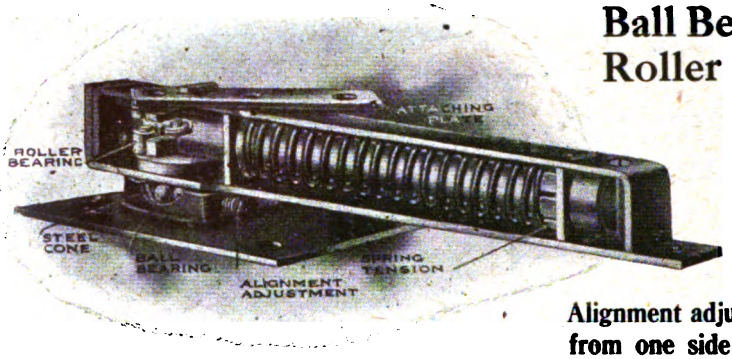


Arcade Mfg. Co., Freeport, Ill.

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THE VERY LATEST

Prouty Double Acting Floor Hinge



Ball Bearing and Roller Bearing

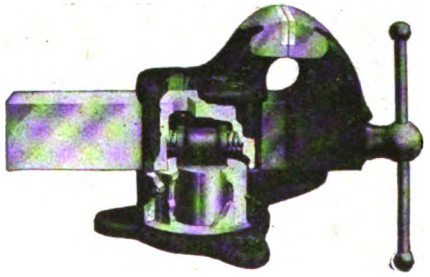
All Wearing Parts Hardened Steel

Alignment adjustment operated from one side of door only

Finishing plates cover entire hinge
Will hold back at 95 degrees.
No mortising door in any part—just notched out

Ask us for further information—IT WILL SELL

T. C. PROUTY CO., Ltd. - Albion, Mich.



NOTE ITS SIMPLICITY

Automatic Swivel

Locks automatically by tightening the jaws

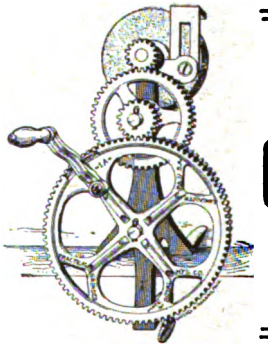
SAVES 20 PER CENT. VISE LABOR

Send for Catalogue

ROCK ISLAND TOOL CO. ROCK ISLAND ILLINOIS, U.S.A. ROCK ISLAND

NEW YORK 136 LIBERTY ST.
CHICAGO 116 LAKE ST.
DENVER, 206 McPHEE BUILDING

BEATS the GRINDSTONE



Alundum Grinding Wheels

Hand or Foot **Portable**

Designed for House, Farm and Shops

Will last a lifetime. Best of materials used. No belts to break, and no chains connecting gear wheels to buckle.

No water required, and positively will not draw temper.

Mechanics, Farmers and the Handy Man will buy at a glance. Several sizes from 4 lbs. to 22 lbs. *Send for Catalogue.*

ROYAL MANUFACTURING CO.
203 E. Walnut St., Lancaster, Pa., U. S. A.
New York, 176 Fulton St., Herbert Porzer & Co., Mgrs.
Chicago, 113-115 Michigan St., E. G. Curtis & Son, Mgrs.

CONSULT BUYERS' REFERENCE TO ADVERTISEMENTS ON LAST PAGES.

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Amatite ROOFING

TRADE B MARK



IF you had a sample of Amatite in your hand you would see in an instant why it needs no painting or coating to keep it waterproof.

It has a rough surface of *real mineral matter* on the weather side. It is evident to anyone that it is no more necessary to paint such a surface than it is necessary to paint a stone wall. Stone needs no paint; neither does Amatite. It is strong enough in itself to bear the brunt of rain and wind and sun without a protective coat of paint.

To paint Amatite would be a waste of time and trouble.

Amatite will last for many years without any care whatever. It is made to be *trouble proof* as well as *weather proof*.

A roofing that consists of smooth materials, made to receive a heavy coating of paint, is not a roofing at all—the paint is the real roof.

If you are told that certain roofings don't need painting when first laid, don't be deceived into thinking that they are like Amatite. The first coat of paint has been applied at the factory—that's all, and it will wear off in a little while and require renewal.

No paint is good enough to make a durable roof; a thick layer of pitch, faced with a real mineral surface, is far better—*and that means Amatite.*

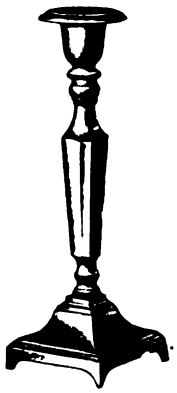
Free Sample and Booklet

A Free Sample with Booklet will be sent on request to our nearest office.

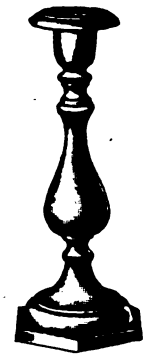
BARRETT MANUFACTURING COMPANY

New York	Chicago	Philadelphia	Boston
Cincinnati	Minneapolis	Cleveland	St. Louis
Allegheny	New Orleans	Kansas City	London, Eng.

Correct Reproductions of Colonial Drawer Handles
Brass Colonial Candle Sticks in Seventy Designs







AMERICAN RING CO.

WATERBURY, CONN.

Manufacturers of

Furniture Trimmings
Brass Upholstery Trimmings
Bath Room Accessories
Brass Upholstery Nails

BRANCH OFFICES:

New York, 1 Hudson St. Boston, 170 Summer St. Chicago, 508 Heyworth Bldg. San Francisco, 268 Market St.

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WE MAKE PORTABLES FOR THE HARDWARE TRADE. Also

NUMERAL NAILS

0 TO 999

IN STOCK

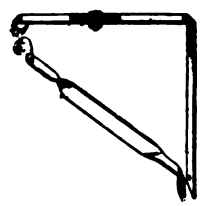


"Eagle Brand" Upholsterers' Nails, "Star Brand" Escutcheon Pins, "Star Brand" Safety Chain, Dover Egg Beaters, Gas Heaters (No. 9), Lawn Sprinklers (The Rainbow), Cup Hooks, Brass Rings, Thumb Tacks.

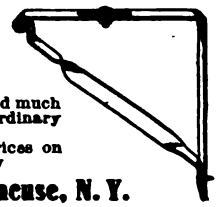
Catalogues sent upon request.

The Turner & Seymour Mfg. Co.,

Torrington, Conn.



Syracuse Steel Sink Bracket



Light in weight
Neat in appearance
Stronger than Cast Iron

This bracket is detachable and much more easily placed than the ordinary cast bracket.

Descriptive circulars and prices on application. Manufactured by

H. E. HESSLER CO., Syracuse, N. Y.



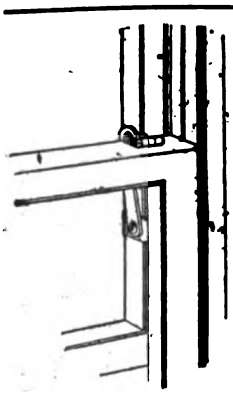
PHENIX HANGERS AND FASTENERS

Solve the Problem

How to Hang and Fasten Window Screens and Storm Windows.

Easily hung or removed from inside. Clean Windows, Ideal Ventilation. No flies, solid comfort. Retail at 10c., 15c., 20c. and 30c. per set with screws. For catalogue and trade discounts address

Phenix Mfg. Co.
694 Center Street
Milwaukee, Wis.



Holland Ventilating Window Lock

BURGLAR PROOF :: RETAILS FOR 25c.

Locks window open just as securely as when closed. Cannot be broken or pried off—by actual test has withstood over six hundred pounds pressure. Cannot be worked from the outside. Up-to-date architects are specifying it.

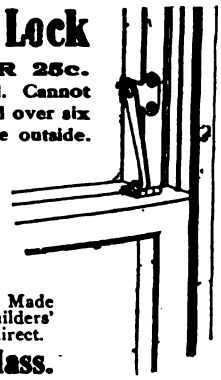
Your Profits Will Be Good

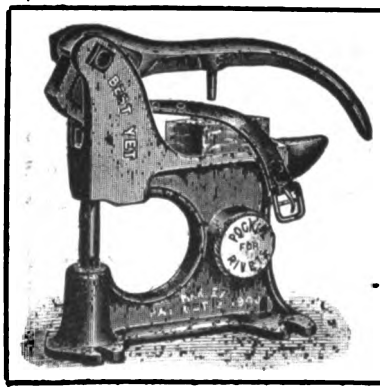
because of its large sale. There is a crying demand for such a device in every household. Be the first in your vicinity to satisfy this demand. Ask for a *Lock* on your business stationery and we will send one free.

GIVE IT A TRY

Three Dozen, express paid, on receipt of price, $6.00. Made entirely of hardened steel in five finishes to match builders' hardware. Your Jobber will get it for you; or, write us direct.

Holland Mfg. Co., 20 Park St., Florence, Mass.





THE "BEST YET"

A RIVETING MACHINE OF QUALITY FOR TUBULAR or BIFURCATED RIVETS

It's made of malleable iron, has a punch for buckle holes a pocket for rivets and adjusts itself automatically to the length of the rivet. Made and GUARANTEED by

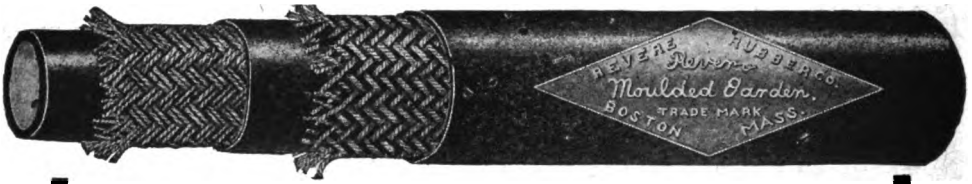
F. H. SMITH MFG. CO.

CHICAGO, U. S. A.

SOLD BY LEADING JOBBERS

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"REVERO" THE Reel Goods



A GARDEN HOSE PRACTICALLY INDESTRUCTIBLE

Light Strong Very Flexible

FREE OF ANY TENDENCY TO KINK OR SEPARATE

"REVERO" Hose is seamless throughout.
The construction consists of a special double braiding of tightly twisted cotton yarn.
The cover is composed of tough flexible rubber to withstand wear and abuse.
The complete hose is vulcanized in our patented rigid mould under a high internal pressure, which forces the rubber and fabric together in a compact inseparable body.

The Dealer will appreciate the fact that "REVERO" is made in continuous lengths up to 500 feet, thus avoiding remnants.
Made in ¼ inch, ⅝ inch and ¾ inch sizes.
Dealers in Garden Hose will find it to their advantage to write us for samples and prices.

REVERE RUBBER COMPANY
BOSTON, MASS.

Branches

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The FOUNTAIN is the Sprinkler that makes the observer ask his neighbor where he can get one like it.



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are now made with

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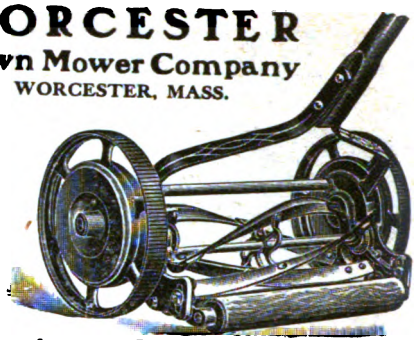
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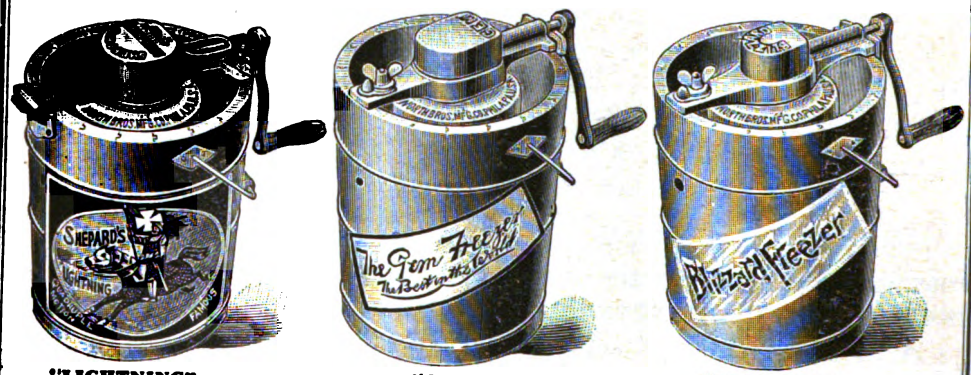
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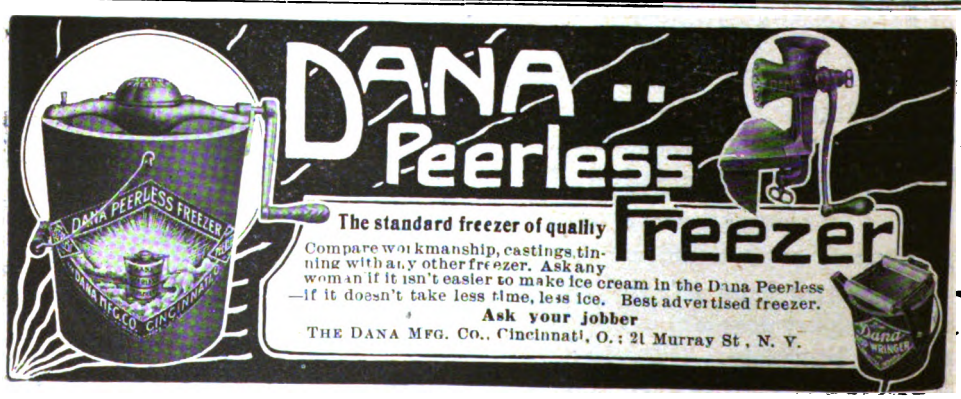
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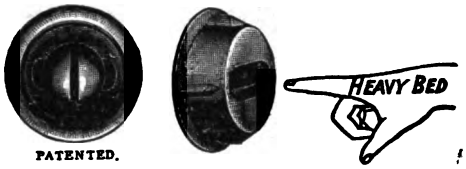
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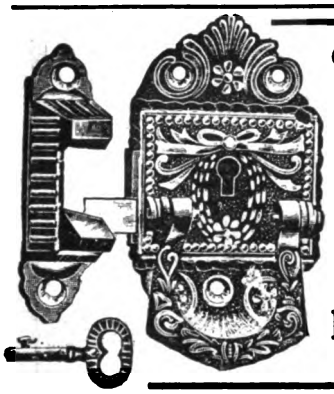
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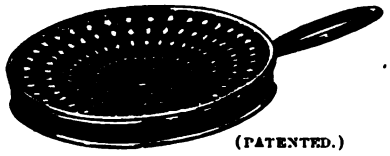
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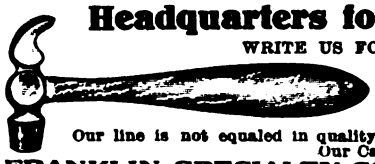
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Our line is not equaled in quality, style, finish and price. *Let us prove this assertion.* Our Catalogue will interest you.

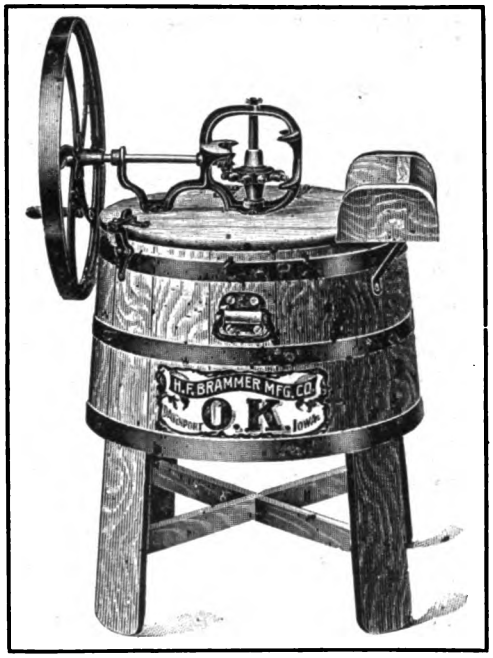
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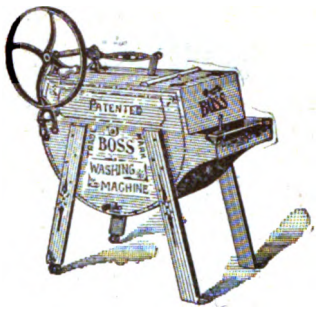
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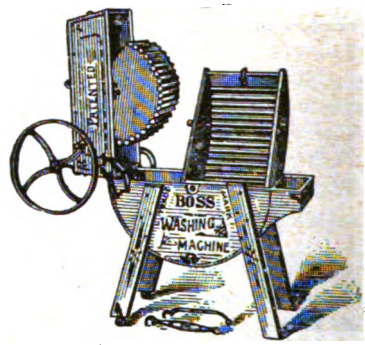
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Can also be operated by power.



It is constructed on the proper principle and we can positively state and guarantee it to wash clothes cleaner, quicker and with less operative power and less injury to clothes than any other washer.

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THE BOSS WASHING MACHINE COMPANY
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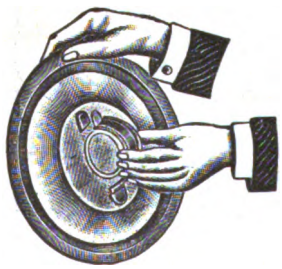


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ST. JOSEPH, MISSOURI

The Real Loose Handle Pot Cover



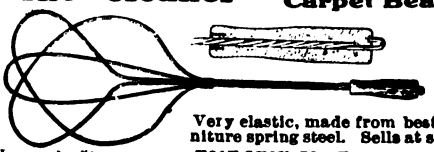
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and you will handle DOBSON
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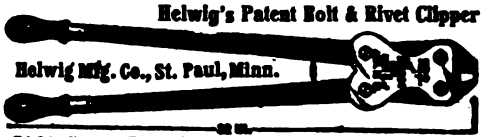
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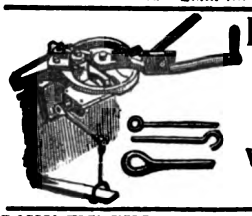
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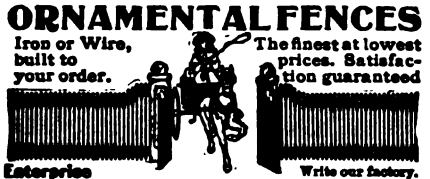
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Alcohol Vapor Stoves
(See Stoves.)

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(See Fireplace Goods.)

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(See Benders.)

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Rollman Mfg. Co., Mount Joy, Pa.

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Reading Hardware Co., Reading, Pa.

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Arrow Can Co., 35 Warren St., New York.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Gem Mfg. Co., Chelsea Station, Boston, Mass.

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Gem Mfg. Co., Chelsea Station, Boston, Mass.
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Tower & Lyon Co., 95 Chambers St., New York.

Augers, Earth and Post Hole
Iwan Brothers, Streator, Ill.
Union Elevator & Mach. Co., 144 Ontario St., Chicago, Ill.

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Peck-Hamre Mfg. Co., The, Berlin, Wis.

Automobile Anti-Skidding Chain
(See Chain.)

Automobile Jacks
(See Jacks.)

Automobile Lamps
(See Lamps.)

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Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
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(See Handles.)

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Arcade Mfg. Co., Freeport, Ill.
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Axle Grease—Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.

Axle Oil
(See Oil.)

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(See Articles.)

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Wright Wire Co., Worcester, Mass.

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(See Wire.)

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Glascock Bros. Mfg. Co., Muncie, Ind.

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Taplin Mfg. Co., New Britain, Ct.

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(See Carpet Whips.)

Bells and Gongs
Mossberg Co., Frank, Attleboro, Mass.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

Belt Dressing
Dixon Crucible Co., Jos., Jersey City, N. J.
Stephenson Mfg. Co., Albany, N. Y.

Belt Hooks
(See Hooks.)

Belt Lacing, Steel
Bristol Co., Waterbury, Ct.

Belt Punches
(See Punches.)

Belts, Rubber, Cotton and Thresher
Buckley Rubber Co., J. W., 60 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Bench Screws
(See Screws.)

Benches, Cabinet-Makers.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.

Benders, Angle and Eye
Wallace Supply Co., 25 So. Jefferson St., Chicago, Ill.

Bicycle Bells
(See Bells.)

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(See Lamps.)

Bicycle Supplies and Sundries
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
Myers & Bro., F. E., Ashland, O.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Bicycles
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.

Binder Twine
(See Twine.)

Bird Cage Springs and Chains
Turner & Seymour Mfg. Co., Torrington, Ct.

Bit Braces
Millers Falls Co., 28 Warren St., New York.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.

Bits
(See Auger Bits.)

Blackboards, Slate
Johnson Co., E. J., 38 Park Row, New York.

Blanks, Fork and Knife
Union Cutlery & Hdw. Co., Unionville, Ct.

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(See Adjusters.)

Blocks, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Blocks, Tackle
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Union Hardware Co., Torrington, Ct

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(See Marine Hardware.)

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(See Wash Boilers.)
Bolt and Nut Machinery
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.
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Ilelwig Mfg. Co., St. Paul, Minn.
Porter, H. K., Everett, Mass.
Schollhorn Co., Wm., New Haven, Ct.
Bolts, Wrought Metal
Ives Co., The H. B., New Haven, Ct.
Bolts and Nuts
Garland Nut & Rivet Co., Pittsburg, Pa.
Bolts, Stove and Agricultural
Corbin Screw Corp., The, New Britain, Ct.
Bolts, Tire, Sink and Mach.
Corbin Screw Corp., The, New Britain, Ct.
Boring Machines
Ajax Mfg. Co., Pittsburg, Pa.
Box Hinges
(See Hinges.)
Box Locks
(See Locks.)
Bottle Openers
Taplin Mfg. Co., New Britain, Ct.
Taylor Mfg. Co., Hartford, Ct.
Bottle Stoppers
Taplin Mfg. Co., New Britain, Ct.
Bottle Stoppers, Milk
Stephens & Co., Windsor, Waltham, Mass.
Box Hooks
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Box Openers
Bonner Mfg. Co., C. E., Chrisman, Ill.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Box Straps, Corners, Hasps, etc.
Acme Steel Goods Co., Chicago, Ill.
Cary Mfg. Co., 19-21 Roosevelt St., New York.
Boxes, Hardware, Shelf
Green Co., A. H., 97 Warren St., New York.
Shelp Mfg. Co., Henry H., Columbia Ave. & Randolph St., Phila.
Boxes, Mail
Heise Mfg. Co., W. F., 66 Union Park Court, Ill.
Hessler Co., H. E., 500 North Salina St., Syracuse, N. Y.
Merriam Mfg. Co., Durham, Ct.
Peck-Hamre Mfg. Co., Berlin, Wis.
Reading Hdw. Co., Reading, Pa.
Taylor & Boggis Fdry. Co., Cleveland, O.
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Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.
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Hessler Co., H. E., 500 No. Salina St., Syracuse, N. Y.
Peck-Hamre Mfg. Co., Berlin, Wis.
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Merriam Mfg. Co., Durham, Ct.
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Stanley Works, New Britain, Ct.
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Rostand Mfg. Co., Milford, Ct.
Brackets, Lamp
Arcade Mfg. Co., Freeport, Ill.
Reading Hardware Co., Reading, Pa.
Wagner Mfg. Co., Cedar Falls, Ia.
Brackets, Roof
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Brackets, Shelf
Atlas Mfg. Co., New Haven, Ct.
Griffin Mfg. Co., Erie, Pa.
Reading Hardware Co., Reading, Pa.
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Stanley Works, New Britain, Ct.
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Brackets, Show Case
Nashua Till Co., Nashua, N. H.
Brackets, Stair Rail
Reading Hardware Co., Reading, Pa.
Brackets, Steel Sink
Hessler Co., H. E., Syracuse, N. Y.
Brass and Copper
Hussey & Co., C. G., Pittsburg, Pa.
Brazing Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Brazing Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
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Gem Mfg. Co., Chelsea Station, Boston, Mass.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Pritchard-Strong Co., 20 Circle St., Rochester, N. Y.
Bread Toasters
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Excelsior Implement Co., Troy, N. Y.
Broilers (Smokeless) Wire
Bridgeport Wire Goods Co., Bridgeport, Ct.
Brooders, Poultry
Reliable Incubator & Brooder Co., Quincy, Ill.
Brushes, Floor
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Brushes, Paint, Etc.
Gerts-Lumbard & Co., 208-210 Randolph St., Chicago, Ill.
Brushes, Sanitary Horse
Milwaukee Dustless Brush Co., Milwaukee, Wis.
Building Papers
(See Paper.)
Burnishers
Tuck Mfg. Co., Brockton, Mass.
Bushings, Adjustable Pipe
Armstrong Mfg. Co., 291 Knowlton St., Bridgeport, Ct.
Butcher Knives
Ontario Knife Co., Franklinville, N. Y.
Butcher Saws
(See Saws.)
Butts, Door
Griffin Mfg. Co., The, Erie, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Works, New Britain, Ct.
Yale & Towne Mfg. Co., 9-15 Murray St., New York.
Cake Mixers
Landers, Frary & Clark, New Britain, Ct.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Cake Turners
Arcade Mfg. Co., Freeport, Ill.
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North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Screw
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Shoe
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calks, Steel
North & Pfeiffer Mfg. Co., New Britain, Ct.
Calipers and Dividers
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Calking
Estes Mills, Fall River, Mass.
Can Openers
Arcade Mfg. Co., Freeport, Ill.
Ellis Mfg. Co., The, Millidale, Ct.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.
Taylor Mfg. Co., Hartford, Ct.
Cans
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Carbide of Silicon
Carborundum Co., Niagara Falls, N. Y.
Carborundum
Carborundum Co., Niagara Falls, N. Y.
Luther Bros. Co., 114 Carver Ave., Milwaukee, Wis.
Carborundum Paper & Cloth
Carborundum Co., Niagara Falls, N. Y.
Carborundum Wheels
Carborundum Co., Niagara Falls, N. Y.
Carpenter Aprons
(See Aprons.)
Carpet Pins and Sockets
Turner & Seymour Mfg. Co., Torrington, Ct.
Carpet Stretchers
Hunt, Helm, Ferris & Co., Harvard, Ill.
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Bissell Carpet Sweeper Co., Grand Rapids, Mich.
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Andrews Wire & Iron Works, Rockford, Ill.
Ely Mfg. Co., Theo. J., Girard, Pa.
Holt & Lyon Co., Tarrytown, N. Y.
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Myers & Bro., F. E., Ashland, O.
Carriage Heaters
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Carts, Hand and Barrel
Myers & Bro., F. E., Ashland, O.
Carvers' Knives, Wood
Smith & Hemenway Co., 108 Duane St., New York.
Cases
(See Articles.)
Casement Window Fasteners
(See Fasteners.)
Cash Drawers, Alarm
Nashua Till Co., Nashua, N. H.
Casters, Furniture
Clark Co., Geo. P., The, Windsor Locks, Ct.
Reading Hardware Co., Reading, Pa.
Casters, Rubber Wheel
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.
Cash Registers
Standard Cash Register Co., 30 Chestnut St., Wabash, Ind.
Castings, Malleable and Steel
Hammer & Co., Branford, Ct.
Catchers, Grass
Specialty Mfg. Co., St. Anthony Park, Minn.
Catches, Barn Door
Reading Hardware Co., Reading, Pa.
Catches, Refrigerator
Brass Goods Mfg. Co., Brooklyn, N. Y.
Reading Hardware Co., Reading, Pa.
Catches, Screen Door
Automatic Door Catch Co., 218 E. 57th St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Watrous Mfg. Co., E. L., The, Des Moines, Iowa.
Chafing Dishes
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Chain
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Woodhouse Chain Wks., Trenton N. J.
Chain, Auto Anti-Skidding
Woodhouse Chain Wks., Trenton N. J.
Chain Blocks
(See Blocks.)
Chain, Anchor, Cable, Crane
Woodhouse Chain Wks., Trenton, N. J.
Chain, Conveyor, Dredging, Log
Woodhouse Chain Wks., Trenton, N. J.
Chain, Jack and Safety
Corbin Screw Corp., The, New Britain, Ct.
Chain, Pump
Garland Nut & Rivet Co., Pittsburg, Pa.

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Silver Lake Co., 78 Chauncey St., Boston, Mass.
Check Rein Loop
Read Mfg. Co., O. B., Troy, N. Y.
Cherry Stones
Rollman Mfg. Co., Mount Joy, Pa.
Chimney Tops, Revolving
Iwan Bros., Streator, Ill.
Chisels
New York Steel & Production Co., Newark, N. J.
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Tuck Mfg. Co., Brockton, Mass.
Chisels, Box
(See Box Openers.)
Christmas Tree Holders
North Bros. Mfg. Co., Philadelphia, Pa.
Chutes, Coal and Wood
Majestic Furnace & Foundry Co., 23 West St., Huntington, Ind.
Cistern Tops
Wagner Mfg. Co., Cedar Falls, Ia.
Clamps
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Hammer & Co., Branford, Ct.
Williams & Co., J. H., Brooklyn, N. Y.
Clippers, Finger Nail
Cook Co., H. C., The, Ansonia, Ct.
Clipping Machines, Hair
American Shearer Mfg. Co., Nashua, N. H.
Brown & Sharpe Mfg. Co., Providence, R. I.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Coates Clipper Mfg. Co., Worcester, Mass.
Hotchkiss, Edward S., Bridgeport, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Clipping Machines, Horse
American Shearer Mfg. Co., Nashua, N. H.
Chicago Flexible Shaft Co., 180 Ontario St., Chicago.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.
Clocks
New Haven Clock Co., New Haven, Ct.
Clothes Bars
Ely Mfg. Co., Theo. J., Girard, Pa.
Clothes Dryers
Hill Dryer Co., 315 Park Ave., Worcester, Mass.
Putnam, W. E., 13 Cypress St., Worcester, Mass.
Clothes Lines
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Clothes Lines, Wire
Wright Wire Co., Worcester, Mass.
Clothes Wringers
American Wringer Co., The, N.Y.C.
Glascock Bros. Mfg. Co., Muncie, Ind.
Coal, Carriage Heaters'
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Standard Stamping Co., Marysville, Ohio.
Coal Chutes
(See Chutes.)
Coal Elevators
Gifford-Wood Co., Hudson, N. Y.
Coal Hods
Buffalo Mfg. Co., Buffalo, N. Y.
Coal Sieves
Rice & Co., Lowell, Mass.
Coal Vases, Brass
Buffalo Mfg. Co., Buffalo, N. Y.
Coaster Brakes
Corbin Screw Corp, The, New Britain, Ct.
Coaster Sleds
(See Sleds.)
Coaster Wagons
(See Wagons.)
Coat and Hat Hooks
(See Hooks.)
Coat Hangers
(See Hangers.)
Coffee and Spice Mills
Arcade Mfg. Co., Freeport, Ill.
Landers, Frary & Clark, New Britain, Ct.
Parker Co., Chas., Meriden, Ct.
Coffee Percolators
American Silver Co., Bristol, Ct.
Buffalo Mfg. Co., Buffalo, N. Y.
Landers, Frary & Clark, New Britain, Ct.
Manning, Bowman & Co., Meriden, Ct.
Coffee Percolators, Automatic Electric
American Silver Co., Bristol, Ct.
Coffee Pots
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Conductor Pipe
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Conductor Pipe Hangers, Wire
Iwan Bros., Streator, Ill.
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Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Landers, Frary & Clark, New Britain, Ct.
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(See Brass and Copper.)
Copper Gaskets
Hussey & Co., C. G., Pittsburg, Pa.
Motor Car Equipment Co., 55 Warren St., New York.
Cordage
Columbian Rope Co., Auburn, N. Y.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.
Cork Screws and Pullers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 230 Bank St., Newark, N. J.
Parker Co., The Chas., Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., C. T., 56 Radger Ave., Newark, N. J.
Corn Poppers
Middletown Mfg. Co., Middletown, O.
Rice & Co., Lowell, Mass.
Corporation Cocks
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Corundum Wheels
Pike Mfg. Co., Pike, N. H.
Cotton Waste
Estes Mills, Fall River, Mass.
Cow Ease
Carpenter-Morton Co., Boston, Mass.
Cranes
Yale & Towne Mfg. Co., 9 Murray St., New York.
Crucibles
Dixon Crucible Co., Jos., Jersey City, N. J.
Crucible Steel
American Tube & Stamping Co., Bridgeport, Ct.
Cultivators
Allen & Co., S. L., Box 1109 H, Philadelphia, Pa.
Syracuse Chilled Plow Co., Syracuse, N. Y.
Cup Hooks
Turner & Seymour Mfg. Co., Torrington, Ct.
Curry Combs
Advance Mfg. Co., Racine Junction, Wis.
Curtain and Screw Rings
Turner & Seymour Mfg. Co., Torrington, Ct.
Cuspidors
Buffalo Mfg. Co., Buffalo, N. Y.
Cutlery
(See also Knives, Razors, Shears, etc.)
Landers, Frary & Clark, New Britain, Ct.
Northfield Knife Co., Northfield, Ct.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.
Ontario Knife Co., Franklinville, N. Y.
Parker Co., Chas., The, Meriden, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Cutters
(See Articles.)
Dairy Machines
(See Articles.)
Dampers
Arcade Mfg. Co., Freeport, Ill.
Taylor & Boggis Fdry. Co., Cleveland, O.
Dash Rein Fasteners
Read Mfg. Co., O. B., Troy, N. Y.
Decalcomania Signs
(See Signs.)
Denatured Alcohol
(See Alcohol.)
Diaphragms
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Dish Mops
Estes Mills, Fall River, Mass.
Door Bells
(See Bells.)
Door Bolts
Griffin Mfg. Co., The, Erie, Pa.
Door Buttons, Steel
Watrous Mfg. Co., E. L., Des Moines, Ia.
Door Catches
American Hardware Mfg. Co., 1202 Fulton St., Ottawa, Ill.
Watrous Mfg. Co., E. L., Des Moines, Ia.
Door Checks and Springs
Pullman Mfg. Co., Rochester, N. Y.
Reading Hardware Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Door Hangers
(See Hangers.)
Door Holders
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.
Reading Hardware Co., Reading, Pa.
Door Knobs
(See Locks and Knobs.)
Door Pulls
Columbian Hdwe. Co., Cleveland, O.
Door Springs
(See Springs.)
Door Strips, Automatic Iron
Wagner Mfg. Co., Cedar Falls, Ia.
Drawing Knives
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Drawing Knives, Folding
Reliance Edge Tool Co., Youngstown, O.
Russell & Erwin Mfg. Co., New Britain, Ct.
Drawer Pulls
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.
Dressings
(See Articles.)
Drills, Hand, Breast, etc.
Millers Falls Co., 28 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Drills, Star and Pipe
Star Expansion Bolt Co., 147 Cedar St., New York.
Drop Forgings
Barnes Co., Wallace, The, Bristol, Ct.
Billings & Spencer Co., Hartford, Ct.
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Drop Forgings, Automobile
Page-Storms Drop Forge Co., Springfield, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Dryers
(See Articles.)
Drying Stoves
Drouve Co., G., Bridgeport, Ct.
Dumb Waiters
(See Elevators.)

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Dynamite
Aetna Powder Co., Chicago, Ill.
Eave Trough Hangers
(See Hangers.)
Egg Beaters
Holt & Lyon Co., Tarrytown, N. Y.
Taplin Mfg. Co., The, New Britain, Ct.
Turner & Seymour Mfg. Co., Torrington, Ct.
Electrical Supplies
Smith & Hemenway Co., 108 Duane St., New York.
Electric Cooking and Heating Apparatus
(See Articles.)
Elevator Enclosures and Cabs
Buffalo Wire Wks. Co., Buffalo, N.Y.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.
Elevators and Dumb Waiters
Eaton & Prince Co., Chicago, Ill.
Energy Elevator Co., 214-218 New St., Philadelphia, Pa.
O'Neill Elevator Co., 626 Cherry St., Philadelphia, Pa.
Union Elevator & Machine Co., 144-146 Ontario St., Chicago, Ill.
Elevators, Ice
Gifford-Wood Co., Hudson, N. Y.
Emery Wheel Dressers and Cutters
Warren Axe & Tool Co., Warren, Pa.
Emery Wheels
Pike Mfg. Co., Pike, N. H.
Enameled Ware
Cleveland Stamping & Tool Co., The, Cleveland, O.
Enamels
(See Paints.)
Escutcheon Pins
(See Pins.)
Expansion Bolts
McCabe Hanger Mfg. Co., The, 325 West 25th St., New York.
Star Expansion Bolt Co., 1st and 2d Sts., Bayonne, N. J.
Extension Rods
Turner & Seymour Mfg. Co., Torrington, Ct.
Eye Benders
(See Benders.)
Factory Trucks
(See Trucks.)
Fans, Electric and Water
Bates & Bro. Co., The D. L., Dayton, O.
Farming Implements
(See Agricultural Implements.)
Farm Gates
(See Gates.)
Fasteners, Casement Window
Ives Co., The H. B., New Haven, Ct.
Fasteners, Corrugated
Acme Steel Goods Co., Chicago, Ill.
Fasteners, Sash
Ives Co., H. B., New Haven, Ct.
Watrous Mfg. Co., E. L., Des Moines, Ia.
Faucets, Brass
Landers, Frary & Clark, New Britain, Conn.
Smith & Hemenway Co., 108 Duane St., New York.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Faucets, Iron
North Bros. Mfg. Co., Philadelphia, Pa.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Faucets, Molasses and Varnish
Parker Co., Chas., The, Meriden, Ct.
Faucets, Wooden
Sommer's Sons, John, 355-365 Central Ave., Newark, N. J.
Fence Stretchers
(See Wire Stretchers.)
Fence Tool (Combination)
Bonner Mfg. Co., C. E., Chrisman, Ill.
Fencing, Iron
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Fencing, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Enterprise Foundry & Fence Co., Indianapolis, Ind.
Eureka Fence Mfg. Co., Richmond, Ind.
Keystone Steel & Wire Co., Peoria, Ill.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Files and Rasps
Nicholson File Co., Providence, R. I.
Russell & Erwin Mfg. Co., New Britain, Ct.
Filters, Water
Buffalo Mfg. Co., Buffalo, N. Y.
Lynn Filter Mfg. Co., Cincinnati; O.
Finger Nail Clippers
(See Clippers.)
Fireless Cookers
Davis Mfg. Co., Lansing, Mich.
Hallock Fireless Cooker Co., Grand Rapids, Mich.
Kahn Fireless Cooker Co., 35 Congress St., Boston, Mass.
Fireplace Goods
Rostand Mfg. Co., Milford, Ct.
Fire Doors
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Fire Pots
Clayton & Lambert Mfg. Co., Detroit, Mich.
Fire Hose
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Fish Nets, Landing
Boss Net Co., 147 So. Clinton St., Chicago, Ill.
Fishing Tackle
Martin's Sons, E. J., 1½ Kingfisher St. Rockville, Ct.
Fishing Tackle Boxes
Merriam Mfg. Co., Durham, Ct.
Five and Ten-Cent Goods
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Franklin Specialty Co., 811 Cherry St., Reading, Pa.
Fixtures, Electric Light
Novelty Mfg. Co., Waterbury, Ct.
Flies, Spinners, etc.
(See Artificial Bait.)
Floor Scrapers
(See Scrapers.)
Floor Hinges
(See Hinges.)
Flower-Bed Guards
Wright Wire Co., Worcester, Mass.
Flue Stops
Andrews Wire & Iron Wks., Rockford, Ill.
Clark Mfg. Co., J. L., Rockford, Ill.
Holt & Lyon Co., Tarrytown, N. Y.
Flue Thimble
Weber-Kirch Mfg. Co., Keokuk, Ia.
Fly Killers
Somers, Harold, 149 DeKalb Ave., Brooklyn, N. Y.
Fly Killers, Wire
Bigelow, J. F., Worcester, Mass.
Football Supplies
Draper & Maynard Co., Plymouth, N. H.
Food Choppers
Dana Mfg. Co., Cincinnati, O.
Landers, Frary & Clark, New Britain, Ct.
Rollman Mfg. Co., Mount Joy, Pa.
Russell & Erwin Mfg. Co, New Britain, Ct.
Foot Presses
(See Presses.)
Force Pumps or Cups
(See Rubber.)
Forks
(See Agricultural Implements.)
Foundry Riddles
Wright Wire Co., Worcester, Mass.
Fountains, Iron
Mott Iron Wks., The J. L., 5th Ave. and 17th St., New York.
Fruit Jar Rings
(See Rubber.)
Fruit Presses
(See Presses.)
Furnaces
(See Soldering Furnaces and Gas Furnaces.)
Furniture Trimmings
American Ring Co., Waterbury, Ct.
Game Traps
Abingdon Trap Co., The, Abingdon, Ill.
Oneida Community, Ltd., Oneida, N. Y.
Garbage Cans
Arrow Can Co., 35 Warren St., New York.
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Garden Hose
Buckley Rubber Co., J. W., 69 Warren St., New York.
Myers & Bro., F. E., Ashland, O.
Revere Rubber Co., Boston, Mass.
Garden Tools
Arcade Mfg. Co., Freeport, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Garment Hangers
(See Hangers.)
Gas Furnaces
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Gas Heaters
Turner & Seymour Mfg. Co., Torrington, Ct.
Gas Lamps, Inverted
(See Lamps.)
Gas Pliers
(See Pliers.)
Gaskets
Revere Rubber Co., 77 Bedford St., Boston, Mass.
Gates, Steel Frame
Keystone Steel & Wire Co., Peoria, Ill.
Gauges
Chapin-Stevens Co., Pine Meadow, Ct.
Williams & Co., J. H., Brooklyn, N. Y.
Gauge, Shingle
Wagner Mfg. Co., Cedar Falls, Ia.
Germicide
(See Cow Ease.)
Glass Cutters
Smith & Hemenway Co., 108 Duane St., New York.
Glass Cutting Boards
Lufkin Rule Co., Saginaw, Mich.
Glass Shelves
Novelty Mfg. Co., Waterbury, Ct.
Gloves, Baseball, etc.
Draper-Maynard Co., Plymouth, N.H.
Gongs
(See Bells.)
Glue
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Hewitt & Bros., C. B., 48 Beekman St., New York.
Gopher Traps
Abingdon Trap Co., The, Abingdon, Ill.
Gouges
Reliance Edge Tool Co., Youngstown, O.
Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Grass Catchers
(See Catchers.)
Grass Hooks
North Wayne Tool Co., Hallowell, Me.
Grass Shears
(See Shears.)
Grease
(See Articles.)
Grease Cups
(See Lubricating Appliances.)
Griddles
Advance Mfg. Co., Racine Junction, Wis.
Grinders
(See Lawn Mower Grinders.)
Grinding Wheels
Carborundum Co., Niagara Falls, N.Y.
Luther Bros. Co., 114 Carver Ave., Milwaukee, Wis.
Pike Mfg. Co., Pike, N. H.
Royal Mfg. Co., 208 E. Walnut St., Lancaster, Pa.
Grindstone Fixtures
Reading Hardware Co., Reading, Pa.
Grindstones
Cleveland Stone Co., Cleveland, O.
Grindstones, Bicycle
Cleveland Stone Co., Cleveland, O.

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Gun Cleaners
Union Hdw. Co., Torrington, Ct.

Guns
Harrington & Richards Arms Co., 323 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., The, Dept. B., Norwich, Ct.
Hunter Arms Co., 86 Hubbard St., Fulton, N. Y.
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Parker Co, Chas., The, Meriden, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Three-Barrel Gun Co., Box 1035, Moundsville, W. Va.
Union Fire Arms Co., The 250 Auburndale, Toledo, O.

Hack Saws
(See Saws.)

Hair Clippers
(See Clipping Machines.)

Hame Fasteners
Bridgeport Chain Co., Bridgeport, Ct.

Hammer Handles
(See Handles.)

Hammers, Drop
Billings & Spencer Co., Hartford, Ct.
Merrill Bros., Maspeth, N. Y.

Hammers, Hand
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., Hartford, Ct.
Central Hdw. Co., Philadelphia, Pa.
Franklin Specialty Co., Reading, Pa.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Magnet
Billings & Spencer Co., Hartford, Ct.
Robertson, Arthur R., 144 Oliver St., Boston, Mass.

Hammers, Nickel Plated
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Pritchard-Strong Co., The, 29 Circle St., Rochester, N. Y.

Hand Cars, Boys'
Glascock Bros. Mfg. Co., Muncie, Ind.
Wabash Mfg. Co., Wabash, Ind.

Handcuffs,
(See Police Supplies.)

Handles, Tool
Smith & Hemenway Co., 108 Duane St., New York.
Tuck Mfg. Co., Brockton, Mass.

Handles, Wooden
Hartwell Bros., Chicago Heights, Ill.

Hand Screws
(See Screws.)

Hangers, Barn Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.
Reading Hardware Co., Reading, Pa.

Hangers, Coat, Folding
Pullman Mfg. Co., Rochester, N. Y.

Hangers, Eave Trough
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Holbrook Mfg. Co., The, Attleboro, Mass.

Hangers, Fire Door
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Griffin Mfg. Co., The, Erie, Pa.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Myers & Bro., F. E., Ashland, O.

Hangers, Garment
Goertz & Co., 276 Morris Ave., Newark, N. J.
Taplin Mfg. Co., New Britain, Ct.
Wright Wire Co., Worcester, Mass.

Hangers, House Door
Arcade Mfg. Co., Freeport, Ill.
Chicago Spring Butt Co., Chicago.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.
Prouty Co., T. C., Albion, Mich.

Hangers, Sash
Watrous Mfg. Co., E. L., Des Moines, Ia.

Hangers, Screen and Window
Phenix Mfg. Co., Milwaukee, Wis.

Hardware Jobbers
Butler Bros., New York, Chicago, St. Louis and Minneapolis.
Norvell-Shapleigh Hdw. Co., St. Louis, Mo.

Hardware Manufacturers' Agents
Smith & Hemenway Co., 108-110 Duane St., New York.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Harmonicas
Hohner, M., 475 Broadway, N.Y.C.

Harness Dressing
Frank Miller Co., The, 394 West 26th St., New York.

Harness Snaps
Covert Mfg. Co., Troy, N. Y.
Reading Hardware Co., Reading, Pa.

Harness Straps
Covert Mfg. Co., Troy, N. Y.

Hasps and Staples
Griffin Mfg. Co., The, Erie, Pa.
Reading Hardware Co., Reading, Pa.

Hatchets
(See Axes and Hatchets.)

Hay Knives
Ely Mfg. Co., Theo. J., Girard, Pa.
Iwan Bros., Streator, Ill.

Haying Tools
Hunt, Helm, Ferris & Co., Harvard, Ill.
Myers & Bro., F. E., Ashland, O.

Heaters
(See Articles.)

Hedge Trimmers
Kampfe Bros., 8 Reade St., New York.
North Wayne Tool Co., Hallowell, Me.

Heel Plates
Griffin Mfg. Co., Erie, Pa.
Root Bros. Co., Plymouth, O.

Hinges, Blind and Gate
Parker Co., Chas., The, Meriden, Ct.

Hinges, Box
Acme Steel Goods Co., Chicago, Ill.

Hinges, Floor
Bommer Bros., Brooklyn, N. Y.
Columbian Hdw. Co., Cleveland, O.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.
Prouty Co., Ltd., T. C., Albion, Mich.
Shelby Spring Hinge Co., Shelby, O.
Standard Mfg. Co., Shelby, O.
Superior Spring Hinge Co., 123 So. Clinton St., Chicago, Ill.

Hinges, Jamb
Bommer Bros., 255 Classon Ave., Brooklyn, N. Y.
Lawson Mfg. Co., 40 Dearborn St., Chicago, Ill.

Hinges, Spring
Bommer Bros., Brooklyn, N. Y.
Chicago Spring Butt Co., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Shelby Spring Hinge Co., Shelby, O.

Hinges, Strap and T
Griffin Mfg. Co., Erie, Pa.
Stanley Works, New Britain, Ct.

Hinges, Window and Screen
Arcade Mfg. Co., Freeport, Ill.

Hip Rein Supporters
Read Mfg. Co., O. B., Troy, N. Y.

Hitching Rings, Expansion
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Hoes
(See Agricultural Implements.)

Hoists, Chain
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hoists, Electric
Yale & Towne Mfg. Co., 9 Murray St., New York.

Hollow Ware
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Hooks, Belt
Bristol Co., Waterbury, Ct.

Hooks, Coat and Hat
Atlas Mfg. Co., New Haven, Ct.
Goertz & Co., 276 Morris Ave., Newark, N. J.
Wright Wire Co., Worcester, Mass.
Williamson Wire Novelty Co., C. T., 56 Badger Ave., Newark, N. J.

Hooks, Conductor
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Iwan Bros., Streator, Ill.

Hooks, Moulding
Williamson Wire Nov. Co., 56 Badger Ave., Newark, N. J.

Hooks, Safety Ladder
Taplin Mfg. Co., New Britain, Ct.

Hooks, Wall and Woodwork
Goertz & Co., 276 Morris Ave. Newark, N. J.

Horse Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.

Horseshoe Nails
(See Nails.)

Horse Pokes
Ely Mfg. Co., Theo. J., Girard, Pa.

Horse Tail Bands and Ties
Read Mfg. Co., O. B., Troy, N. Y.

Hose
(See Garden and Fire Hose.)

Hose Nozzles
Myers & Bro., F. E., Ashland, O.

Hose Racks
Specialty Mfg. Co., St. Anthony Park, Minn.

House Numbers
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Huskers
Smith & Davis, Ames, Ia.

Hydrants
Myers & Bro., F. E., Ashland, O.

Hydraulic Presses
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Ice Chisels
Gilchrist Co., The, 236 Bank St., Newark, N. J.

Ice Cream Freezers
Dana Mfg. Co., Cincinnati, O.
North Bros. Mfg. Co., Phila, Pa.

Ice Picks
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Franklin Specialty Co., Reading, Pa.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Ice Tools
Arcade Mfg. Co., Freeport, Ill.
Gifford-Wood Co., Hudson, N. Y.; Arlington, Mass.

Insect Powder
Hammond, B., Fishkill-on-Hudson, N. Y.

Insulating Paper
(See Paper.)

Iron Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.

Jacks
Covert Mfg. Co., Troy, N. Y.
Myers & Bro., F. E., Ashland, O.

Jockey Stick
Ely Mfg. Co., Theo. J., Girard, Pa.

Joist Hangers
Columbian Hdw. Co., Cleveland, O.

Kettle Scrapers
(See Scrapers.)

Key Rings
Smith & Egge Mfg. Co., Bridgeport, Ct.
Smith & Hemenway Co., 108 Duane St., New York.
Williamson Wire Novelty Co., 56 Badger Ave., Newark, N. J.

Kick Plates
Griffin Mfg. Co., Erie, Pa.

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Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Kitchen Ware, Wire
Bridgeport Wire Goods Co., Bridgeport, Conn.

Knife Blanks
(See Blanks.)

Knives
(See Butcher, Mincing, Pocket, etc.)
Ontario Knife Co., Franklinville, N. Y.

Knobs, Repair
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Kraut Cutters
Atkins & Co., E. C., Indianapolis, Ind.

Ladders, Long and Extension
Berger, L. D., 50 North 2d St., Philadelphia, Pa.

Ladders, Rolling Shelf
Bicycle Step Ladder Co., 55 Randolph St., Chicago, Ill.
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.

Ladders, Step
Smith & Son, F., Clinton, Ia.

Lamps
Hammer & Co., Branford, Ct.

Lamps, Automobile
Ham Mfg. Co., C. T., Rochester, N.Y.
Motor Car Equipment Co., 55 Warren St., New York.

Lamps, Driving
Ham Mfg. Co., C. T., Rochester, N.Y.

Lamps, Inverted Gas
Ramsdell Inverted Lamp Co., The, 1123 Broadway, N. Y.

Lamps, Motor Cycle
Motor Car Equipment Co., 55 Warren St., New York.

Lanterns
Ham Mfg. Co., C. T., Rochester, N. Y.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Latch, Barn Door
Wagner Mfg. Co., Cedar Falls, Ia.

Latches
Peck-Hamre Mfg. Co., The, Berlin, Wis.

Lathing, Wire
Buffalo Wire Wks. Co., Buffalo, N.Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., The, St. Louis, Mo.

Lawn Furniture
Buffalo Wire Wks. Co., Buffalo, N.Y.

Lawn Guards
Wright Wire Co., Worcester, Mass.

Lawn Mower Grinder
Coldwell Lawn Mower Co., Newburgh, N. Y.
Root Bros. Co., The, Plymouth, O.

Lawn Mowers
Chadborn & Coldwell Mfg. Co., Newburgh, N. Y.
Coldwell Lawn Mower Co., Newburgh, N. Y.
Philadelphia Lawn Mower Co., Philadelphia, Pa.
Reading Hdw. Co., Reading, Pa.
Worcester Lawn Mower Co., Worcester, Mass.

Lawn Sprinklers
Novelty Mfg. Co., Waterbury, Ct.
Specialty Mfg. Co., St. Anthony Park, Minn.
Standard Stamping Co., Marysville, Ohio.
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Lawn Swings
Myers & Bro., F. E., Ashland, O.

Lawn Trimmers
(See Grass Trimmers.)

Leather Goods, Sporting
Draper & Maynard Co., Plymouth, N. H.

Lemon Squeezers
Arcade Mfg. Co., Freeport, Ill.
Erie Specialty Co., Erie, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
Landers, Frary & Clark, New Britain, Ct.
Parker & Co., Chas., Meriden, Ct.
Sommer's Son, John, Newark, N. J.

Levels
Baker-McMillen Co., The, Akron, O.
Chapin-Stephens Co., Pine Meadow, Ct.
Davis & Cook, Watertown, N. Y.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.

Lighting Systems
Consolidated Gas & Electric Co., Chicago, Ill.
Everready Gas Co., Lake and Curtis Sts., Chicago, Ill.

Lines
(See Articles.)

Locks and Knobs, Door
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Taylor & Boggis Fdry. Co., Cleveland, O.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Locks, Box
Acme Steel Goods Co., Chicago, Ill.

Locks, Unit
Russell & Erwin Mfg. Co., New Britain, Ct.

Lockers, Wire
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
Wright Wire Co., Worcester, Mass.

Logging Tools
Warren Axe & Tool Co., Warren, Pa.

Lubricants
(See also Oil.)
Dixon Crucible Co., Jos., Jersey City, N. J.

Lunch Kits, Auto Touring
Motor Car Equipment Co., 55 Warren St., New York.

Machinery
Waterbury-Farrel Foundry & Mach. Co., Waterbury, Ct.

Machinists' Tools
Billings & Spencer Co., Hartford, Ct.
Brown & Sharpe Mfg. Co., Providence, R. I.
Starrett Co., L. S., Athol, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

Mail Boxes
(See Boxes.)

Manicure Goods
Cook Co., H. C., The, Ansonia, Ct.
Smith & Hemenway Co., 108 Duane St., New York.

Mangers
(See Stable Fixtures.)

Mantels
Ironton Wood Mantel Co., Ironton, O.

Manufacturers' Agents
(See Hardware.)

Match Safes
Buffalo Mfg. Co., Buffalo, N. Y.
Smith & Hemenway Co., 108 Duane St., New York.

Mats, Flexible Steel
Acme Steel Goods Co., Chicago, Ill.

Mats, Rubber
(See Rubber.)

Mats, Wire
Clinton Wire Cloth Co., Clinton, Mass.

Meat Choppers
(See Food Choppers.)

Metal Ceilings
(See Ceilings.)

Metal Novelties
Cook Co., H. C., The, Ansonia, Ct.
Novelty Mfg. Co., Waterbury, Ct.

Metal Polish
(See Polish.)

Metals, Embossed
Novelty Mfg. Co., Waterbury, Ct.

Metals, Perforated
Clinton Wire Cloth Co., Clinton, Mass.
Novelty Mfg. Co., Waterbury, Ct.

Micrometers
Starrett Co., L. S., Athol, Mass.

Milk and Cream Testers
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Mincing Knives
Arcade Mfg. Co., Freeport, Ill.
Smith & Hemenway Co., 108 Duane St., New York.

Mirrors, Adjustable
Novelty Mfg. Co., Waterbury, Ct.

Miter Boxes
(See Boxes.)

Molders' Tools
Dobson, Wm., Canastota, N. Y.

Mop Wringers
Dana Mfg. Co., Cincinnati, O.
Eagle Cooperage Wks., Circleville, O.
Ely Mfg. Co., Theo. J., Girard, Pa.
Gilchrist Co., The, 236 Bank St., Newark, N. J.
White Mop Wringer Co., Fultonville, N. Y.

Mops
Arcade Mfg. Co., Freeport, Ill.
Eagle Cooperage Wks., Circleville, O.
Estes Mill, Fall River, Mass.

Motor Cars
(See Automobiles.)

Motor Cycle Supplies
Motor Car Equipment Co., 55 Warren St., New York.

Motors, Electric
Bates & Bro. Co., D. L., The, Dayton, O.

Motors, Water
Bates & Bro. Co., D. L., The, Dayton, O.
Lippincott, W. M. & I. Dept., Newark, N. J.

Moulding Hooks
Forsyth Mfg. Co., 306 Terrace St., Buffalo, N. Y.
Williamson Wire Nov. Co., C. T., 56 Badger Ave., Newark, N. J.

Mouse Traps
Abingdon Trap Co., The, Abingdon, Ill.
Animal Trap Co., Lititz, Pa.
Hotchkiss, E. S., Bridgeport, Ct.

Mowers
(See Horse; see Lawn.)

Nail Clips
(See Clippers.)

Nail Pullers
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
Morrill, Chas., 275 Broadway, N. Y.
Smith & Hemenway, 106-110 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Nail Sets
Syracuse Twist Drill Co., 934 Grape St., Syracuse, N. Y.
Tuck Mfg. Co., Brockton, Mass.

Nails
Corbin Screw Corp., The, New Britain, Ct.

Nails, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Nails, Horseshoe
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Nails, Picture
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Rubber Head
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Nails, Upholstery
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Nails, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Neck Rein Holders
Read Mfg. Co., O. B., Troy, N. Y.

Needles, Machine
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.

Nippers
(See Pliers and Nippers.)

Nut Crackers
Arcade Mfg. Co., Freeport, Ill.

Nuts
(See Bolts and Nuts.)

Odometers, Speed Registering
Bell Odometer Wks., The, Oakmont, Pa.

Oil, Axle
Miller Co., Frank, 349 W. 26th St., New York.

Oil Cans, Spout and Faucet
Wall Mfg. Supply Co., P., Allegheny, Pa.

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Oil Cups
(See Lubricating Appliances.)
Oilers
American, Tube & Stamping Co. Bridgeport, Ct.
Hammer & Co., Branford, Ct.
Maple City Mfg. Co., Monmouth, Ill.
Wall Mfg. Supply Co., Pa., Allegheny, Pa.
Oilers, Force Pump
Bloomer, R. E., Keithsburg, Ill.
Maple City Mfg. Co., Monmouth, Ill.
Oil, Lubricating
Excelsior Supply Co., 233-37 Randolph St., Chicago, Ill.
Three-in-One Oil Co., 42 Broadway, New York.
Oil Stones
Carborundum Co., Niagara Falls, N.Y
Niagara Oil Stone Co., North Tonawanda, N. Y.
Pike Mfg. Co., Pike, N. H.
Oil Stoves
(See Stoves.)
Optical Goods
Manasse, L., 88 Madison St., Chicago, Ill.
Packing
(See Rubber.)
Padlocks
Miller Lock Co., Philadelphia, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.
Pails, Dairy
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Pails, Dinner
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Paint, Asphalt
Stowell Mfg. Co., Jersey City, N. J.
Paint Brushes
(See Brushes.)
Paint Remover
(See Varnish Remover.)
Paint, Silica Graphite
Dixon Crucible Co., Jos., Jersey City, N. J.
Paint, Wall Coating
Alabastine Co., Grand Rapids, Mich.
Paints, Enamels, etc.
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Hammond, B., Fishkill-on-Hudson, N. Y.
Martin-Senour Co., The, 2514 Quarry St., Chicago.
Papers, Building and Roofing
Barrett Mfg. Co., New York.
Hewitt & Bros., C. B., 48 Beekman St., New York.
Paper, Hardware Wrapping
Hewitt & Bros., C. B., 48 Beekman St., New York.
Paring Knives
Smith & Hemenway Co., 108 Duane St., New York.
Paste, Powder
Hoyt, Arthur S., W. Broadway and Chambers St., New York.
Patents
Peck, Hubert E., 625 F St., Washington, D. C.
Pavement, Filler
Barrett Mfg. Co., New York.
Pencil Points, Engravers'
Carborundum Co., Niagara Falls, N.Y.
Perforated Metal
(See Metals.)
Picture Cord Wire
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Wright Wire Co., Worcester, Mass.
Picture Hooks
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Picture Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pins, Escutcheon
Corbin Screw Corp., The, New Britain, Ct.
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Pipe Cutters
Barnes Tool Co., New Haven, Ct.
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Hangers, Steel
(See Hangers.)
Pipe Hooks and Straps
Berger Bros. Co., 231-237 Arch St., Philadelphia, Pa.
Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Taps, Reamers and Drills
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Pipe Vises
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Williams & Co., J. H., Brooklyn, N. Y.
Pistols
(See also Revolvers.)
Johnson's Arms & Cycle Works, Iver, Fitchburg, Mass.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.
Pitch
Barrett Mfg. Co., New York.
Planes
Chapin-Stephens Co., Pine Meadow, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Plate Cleaners
Lasher Mfg. Co., Davenport, Ia.
Plated Ware, Nickel
(Knives and Forks.)
Union Cutlery & Hardware Co., Unionville, Ct.
Plated Ware, Silver
(Knives and Forks.)
Union Cutlery & Hdw. Co., Unionville, Ct.
Plated Ware, Silver
American Silver Co., Bristol, Ct.
Associated Silver Co., 152-158 Lake St., Chicago, Ill.
International Silver Co., Meriden, Ct.
Oneida Cummunity, Ltd., Oneida, N. Y.
Pliers and Nippers
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Morril, Chas., 275 Broadway, New York.
Smith & Hemenway Co., 108 Duane St., New York.
Schollhorn Co., Wm., New Haven, Ct.
Utica Drop Forge & Tool Co., Utica, N. Y.
Plows
Syracuse Chilled Plow Co., Syracuse, N. Y.
Plumb Bobs
Reading Hardware Co., Reading, Pa.
Starrett Co., L. S., Athol, Mass.
Tower & Lyon Co., 95 Chambers St., New York.
Plumbers' Brass Goods
Landers, Frary & Clark, New Britain, Ct.
Plumbers' Tools
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Pocket Knives
Northfield Knife Co., Northfield, Ct.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Police Supplies
Tower & Lyon Co., 95 Chambers St., New York.
Polish, Stove
Black Silk Stove Polish Works, Sterling, Ill.
Dixon Crucible Co., Jos., Jersey City, N. J.
Porcelain Knobs
Turner & Seymour Mfg. Co., The, Torrington, Ct.
Post Hole Diggers
(See Augers.)
Pot Covers, Kitchen
Lasher Mfg. Co., Davenport, Ia.
Pot Stands
Franklin Specialty Co., 311 Cherry St., Reading, Pa.
Poultry Netting
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.
Powder
Aetna Powder Co., The, Chicago, Ill.
Presses, Meat and Fruit
Erie Specialty Co., Erie, Pa.
Pruning Shears
(See Shears.)
Pry Bar and Nail Puller
Bonner Mfg. Co., C. E., Chrisman, Ill.
Pumps
Myers & Bro., F. E., Ashland, O.
Punches, Belt
Bemis & Call Hdw. & Tool Co., Springfield, Mass.
Lowentraut, Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Schollhorn Co., Wm., New Haven, Ct.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Punches, Conductors'
Bridgeport Hardware Co., Bridgeport, Ct.
Lowentraut, Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Schollhorn Co., Wm., New Haven.
Punches, Hand
Morrill, Chas., 275 Broadway, N. Y.
Push Carts
Syracuse Chilled Plow Co., Syracuse, N. Y.
Push Plates
Griffin Mfg. Co., The, Erie, Pa.
Putty Knives
Smith & Hemenway Co., 108 Duane St., New York.
Rake, Self-Cleaning
Cronk & Carrier Mfg. Co., The, El-Rakes
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Ranges
(See Stoves.)
Ratchet Drills
Billings & Spencer Co., Hartford, Ct.
Ratchet Pipe Stocks and Dies
Walworth Mfg. Co., 128 Federal St. Boston, Mass.
Rat Traps
Abingdon Trap Co., The, Abingdon, Ill.
Hotchkiss, E. S., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.
Worcester Wire Novelty Co., Canton, O.
Razor Blade Holder
(See Razor Stroppers, Safety.)
Razor Guards
Weiss, L. T., 297 Taaffe Place, Brooklyn, N. Y.
Razor Hones
Carborundum Co., The, Niagara Falls, N. Y.
Droescher, S. R., 79 Warren St., New York.
Niagara Oil Stone Co., North Tonawanda, N. Y.
Pike Mfg. Co., Pike, N. H.
Razor Stropper, Safety
A. B. Mfg. Co., Worcester, Mass.
Bestgen & Co., J. G., 161 Summer St., Boston, Mass.
Zinn, Edward, 670 Hudson St., New York.
Razor Strops
Kampfe Bros., 8 Reade St., N. Y.
Eddy Mfg. Co., Worcester, Mass.
Razors
Droescher, S. R., 79 Warren St., New York.
Smith & Hemenway Co., 108 Duane St., New York.
Razors, Core
American Safety Razor Co., 320 Broadway, New York.
Kampfe Bros., 8 Reade St., N. Y.
Razors, Safety
American Safety Razor Co., 320 Broadway, N. Y.
AutoStrop Safety Razor Co., 345 Broadway, New York.

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Gem Cutlery Co., 34 Reade St., New York.
Kampfe Bros., 8 Reade St., N. Y.
Ward Safety Razor Co., 751 Star Bldg., Chicago.

Reamers
Brown & Sharpe Mfg. Co., Providence, R. I.
Tuck Mfg. Co., Brockton, Mass.

Recording Instruments
Bristol Co., Waterbury, Ct.

Reels
(See Fishing Reels.)

Refrigerator Basket
Burlington Basket Co., Burlington, Ia.

Refrigerator Drip Pan
Gem Mfg. Co., Chelsea Station, Boston, Mass.

Refrigerator Trimmings
Arcade Mfg. Co., Freeport, Ill.
Brass Goods Mfg. Co., Brooklyn, N. Y.

Registers, Wall and Floor
Berger, L. D., 59 No. Second St., Philadelphia, Pa.

Reloading Tools
Union Hdw. Co., Torrington, Ct.

Revolvers
Harrington & Richardson Arms Co., 322 Park Ave., Worcester, Mass.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Johnson's Arms & Cycle Wks., Iver, 168 River St., Fitchburg, Mass.

Revolving Cases, Hardware
American Bolt & Screw Case Co., Dayton, O.

Riddles
(See Screens.) (Foundry Riddles.)

Rifles
Hamilton Rifle Co., Plymouth, Mich.
Hopkins & Allen Arms Co., Dept. B, Norwich, Ct.
Savage Arms Co., 558 Turner St., Utica, N. Y.
Stevens Arms & Tool Co., J., Chicopee Falls, Mass.

Rivet Machines
Waterbury-Farrel Fdry. & Machine Co., Waterbury, Ct.

Riveting Machines
Root Bros. Co., The, Plymouth, O.

Riveting Machines, Hand
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.

Rivets
Garland Nut & Rivet Co., Pittsburg, Pa.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Townsend Co., C. C. & E. P., New Brighton, Pa.

Roller Skates
(See Skates.)

Roof Coating, Asphalt
Stowell Mfg. Co., Jersey City, N. J.

Roofing Felts
Barrett Mfg. Co., New York.
Stowell Mfg. Co., Jersey City, N. J.
Union Fibre Co., 30 Fibre Ave., Winona, Minn.

Roofing Paper
(See Paper.)

Roofing, Slate
Johnson Co., E. J., 38 Park Row, New York.

Roofings, Prepared
Barrett Mfg. Co., New York.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Stowell Mfg. Co., Jersey City, N. J.

Rope
(See Cordage.)

Rubber Fruit Jar Rings
Buckley Rubber Co., J. W., 69 Warren St., New York

Rubber Force Cups
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Goods, Mechanical
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Mats
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rubber Matting
Buckley Rubber Co., J. W., 69 Warren St., New York.
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Packing
Buckley Rubber Co., J. W., 69 Warren St., New York.
Revere Rubber Co., 77 Bedford, St., Boston, Mass.

Rubber Tips, Cane and Crutch
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tips, Slotted Screw
Elastic Tip Co., 370 Atlantic Ave., Boston, Mass.

Rubber Tubing
Revere Rubber Co., 77 Bedford St., Boston, Mass.

Rules
Chapin-Stephens Co., Pine Meadow, Ct.
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Stanley Rule & Level Co., New Britain, Ct.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Sad Irons, Asbestos
Dover Mfg. Co., Canal Dover, O.

Safety Razors
(See Razors.)

Salamanders
Drouve Co., G., Bridgeport, Ct.

Sand Paper
(See Emery Paper.)
(See Carborundum Paper & Cloth.)

Sash Balances
Pullman Mfg. Co., Rochester, N. Y.

Sash Chains
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community Co., Oneida, N. Y.
Smith & Egge Mfg. Co., Bridgeport, Ct.

Sash Cord
Estes Mills, Fall River, Mass.
Samson Cordage Wks., Boston, Mass.
Silver Lake Co., 78 Chauncey St., Boston, Mass.

Sash Fasteners
(See Fasteners.)

Sash Hangers
(See Hangers.)

Sash Lifts
Columbian Hdw. Co., Cleveland, O.
Griffin Mfg. Co., The, Erie, Pa.

Sash Locks
Ives Co., H. B., New Haven, Ct.
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Shelby Spring Hinge Co., Shelby, O.
Taylor Mfg. Co., Hartford, Ct.
Yale & Towne Mfg. Co., 9 Murray St., New York.

Sash Pulleys
Reading Hdw. Co., Reading, Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.

Saw Clamp
Smith & Hemenway Co., 108 Duane St., New York.
Tower & Lyon Co., 95 Chambers St., New York.

Saw Handles, Cross-Cut
Ely Mfg. Co., Theo. J., Girard, Pa.

Saw Jointer
Pike Mfg. Co., Pike, N. H.

Saw Sets and Tools
Atkins, E. C., & Co., Indianapolis, Ind.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Morrill, Chas., 275 Broadway, N. Y. C.
Smith & Hemenway Co., 108 Duane St., New York.

Sawing Machines (Hand and Foot Power)
Barnes Tool Co., New Haven, Ct.

Saws, Hack
Atkins, E. C., & Co., Indianapolis, Ind.
Central Hdw. Co., Philadelphia, Pa.
Millers Falls Co., 28 Warren St., New York.
Union Hardware Co., Torrington, Ct.

Saws, Hand, etc.
Atkins, E. C., & Co., Indianapolis, Ind.
Norvell-Shapleigh Hardware Co., St. Louis, Mo.
Simonds Mfg. Co., Fitchburg, Mass.

Saws, Ice
Gifford-Wood Co., Hudson, N. Y.

Saws, Keyhole
Bridgeport Hdw. Mfg. Co., The, Bridgeport, Ct.

Scales
Landers, Frary & Clark, New Britain, Ct.
Osgood Scale Co., Binghamton, N. Y.
Pelouze Scale & Mfg. Co., 405-13 Ohio St., Chicago, Ill.
Reading Hdw. Co., Reading, Pa.

Scissors
(See Shears.)

Scissors Grinder
Buck, V. P., 82 Lincoln St., Boston, Mass.

Scrapers, Floor and Cabinet
Fox Mfg. Co., 185 Second St., Milwaukee, Wis.

Scrapers, Foot
Reading Hdw. Co., Reading, Pa.

Screen and Window Hangers
(See Hangers.)

Screens, Coal, Sand, etc.
Buffalo Wire Wks. Co., Buffalo, N. Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Wright Wire Co., Worcester, Mass.

Screw Drivers
Arcade Mfg. Co., Freeport, Ill.
Billings & Spencer Co., The, Hartford, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.
North Bros. Mfg. Co., Phila., Pa.
Russell & Erwin Mfg. Co., New Britain, Ct.
Stanley Rule & Level Co., New Britain, Ct.
Tower & Lyon Co., 95 Chambers St., New York.
Tuck Mfg. Co., Brockton, Mass.

Screw Machine Products to 1 in. Diameter
Barnes Co., Wallace, The.

Screw Pulleys
Turner & Seymour Mfg. Co., The, Torrington, Ct.

Screws, Coach and Lag
Corbin Screw Corp., The, New Britain, Ct.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Hand and Bench
Chapin-Stephens Co., Pine Meadow, Ct.
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Reading Hardware Co., Reading, Pa.

Screws, Machine and Cap
Corbin Screw Corp., The, New Britain, Ct.
McCabe Hanger Mfg. Co., 325 W. 25th St., New York.

Screws, Set
Corbin Screw Corp., The, New Britain, Ct.

Screws and Washers, Stop Bead
Ives Co., The H. B., New Haven, Ct.

Screws, Wood
Corbin Screw Corp., The, New Britain, Ct.
Parker Co., Chas., The, Meriden, Ct.

Scribes, Timber
Bemis & Call Hdw. & Tool Co., Springfield, Mass.

Scythes
North Wayne Tool Co., Hallowell, Me.

Scythe Stones and Whetstones
Carborundum Co., Niagara Falls, N. Y.
Cleveland Stone Co., Cleveland, O.
Pike Mfg. Co., Pike, N. H.

Sealing Machines, Package
Reliable Gum Tape Co., 496 East 134th St., New York.

Separators, Dairy Cream
American Hardware Mfg. Co., 1208 Fulton St., Ottawa, Ill.

Sewing Machines
Standard Sewing Machine Co., 6412 Cedar Ave., Cleveland, O.

Sharpeners
(See Articles.)

Shears and Scissors
Atlas Shear Co., Bridgeport, Ct.
Bridgeport Hardware Mfg. Co., Bridgeport, Ct.

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Heinisch's Sons Co., R., Newark, N. J.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.
Wiss & Sons Co., J., Newark, N. J.

Shears, Grass
Smith & Hemenway Co., 108 Duane St., New York.

Shears, Pruning
Cronk & Carrier Mfg. Co., Elmira, N. Y.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Shears, Sheep
Chicago Flexible Shaft Co., 180 Ontario St., Chicago, Ill.
Smith & Hemenway Co., 108 Duane St., New York.
Wiebusch & Hilger, Ltd., 9 Murray St., New York.

Sheet Metal Specialties
Bridgeport Wire Goods Co., Bridgeport, Ct.

Shelf Boxes
(See Boxes.)

Shelf Ladders
(See Ladders.)

Shellac Bleachers
Berry Bros., Ltd., Detroit, Mich.

Shelving, Hardware
Warren Mfg. Co., J. D., Chicago, Ill.

Shingle Gauge
(See Gauges.)

Shoe Holder and Polisher
American Hardware Mfg. Co., 1203 Fulton St., Ottawa, Ill.

Shoe Lasts and Stands
Boot Bros. Co., The, Plymouth, O.

Shot Guns
(See Guns.)

Shovels, Spades and Scoops
Avery Stamping Co., Cleveland, O.

Show Cases
Grand Rapids Fixtures Co., Grand Rapids, Mich.
Quincy Show Case Co., Quincy, Ill.

Sieves
(See Articles.)

Signs, Decalcomania
Meyercord Co., The, Chamber of Commerce, Chicago, Ill.

Silverware
(See Plated Ware.)

Sink Brushes, Wire
Bigelow, J. F., Worcester, Mass.

Sink Cleaners
Bridgeport Wire Goods Co., Bridgeport, Ct.

Sink Strainers
(See Strainers.)

Skate Sharpeners
Smith & Hemenway Co., 108 Duane St., New York.

Skates, Ice
Barney & Berry, Springfield, Mass.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Union Hdw. Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skates, Roller
Barney & Berry, Springfield, Mass.
Chicago Roller Skate Co., 65 S. Canal St., Chicago, Ill.
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Richardson Ball Bearing Skate Co., 501 Wells St., Chicago, Ill.
Union Hardware Co., Torrington, Ct.
Winslow Skate Mfg. Co., Samuel, Worcester, Mass.

Skirt Hangers
(See Hangers.)

Skylight Gearing
Drouve Co., G., Bridgeport, Ct.

Sleds
Allen & Co., S. L., Box 1100 H, Philadelphia, Pa.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.

Snow Shovels
Avery Stamping Co., Cleveland, O.

Solderene
Solderene Co., 53 State St., Boston, Mass.

Solderene Flux Sticks
Solderene Co., 53 State St., Boston, Mass.

Solderene Paste
Solderene Co., 53 State St., Boston, Mass.

Solderene Sticks, Aluminum
Solderene Co., 53 State St., Boston, Mass.

Soldering Coppers
Clendennin Bros., Baltimore, Md.

Soldering Furnace, Kerosene
Barnes Tool Co., New Haven, Ct.

Soldering Furnaces
Clayton & Lambert Mfg. Co., Detroit, Mich.

Soldering Sets
Arcade Mfg. Co., Freeport, Ill.

Spark Guards, Wire
Buffalo Wire Wks. Co., Buffalo, N. Y.

Spoke Shaves
Stanley Rule & Level Co., New Britain, Ct.

Spoons and Forks
(See Plated Ware.)

Spoons, Tinned
Atlas Mfg. Co., New Haven, Ct.

Sporting Goods
Cycle Skate & Sporting Goods Co., 37 Park St., New York.
Draper-Maynard Co., Plymouth, N. H.

Spraying Machines
Myers & Bro., F. E., Ashland, O.
Standard Stamping Co., Marysville, O.

Spring Hinges
(See Hinges.)

Springs
Barnes Co., Wallace, The, Bristol, Ct.
Tuck Mfg. Co., Brockton, Mass.

Springs, Door
Middletown Mfg. Co., Middletown, O.

Squares, Steel
Nicholls Mfg. Co., Ottumwa, Ia.
Russell & Erwin Mfg. Co., New Britain, Ct.

Squares, Try, Mitre, etc.
Stanley Rule & Level Co., New Britain, Ct.
Starrett Co., L. S., Athol, Mass.
Union Cutlery & Hardware Co., Unionville, Ct.

Stamping, Sheet Metal
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.
Mossberg Co., Frank, Attleboro, Mass.
Tuck Mfg. Co., Brockton, Mass.

Staple Puller, Fence
Bonner Mfg. Co., C. E., Chrisman, Ill
Utica Drop Forge & Tool Co., Utica, N. Y.

Staples, Wire
Keystone Steel & Wire Co., Peoria, Ill.
Townsend Co., C. C. & E. P., New Brighton, Pa.
Wright Wire Co., Worcester, Mass.

Steak Pounders
Arcade Mfg. Co., Freeport, Ill.
Wagner Mfg. Co., Cedar Falls, Ia.

Steam Cooker and Baker
Gem Mfg. Co., Chelsea Station, Boston, Mass.
Ohio Cooker Co., The, Toledo, O.

Steel
American Tube & Stamping Co., Bridgeport, Ct.

Steel Stampings, Cold Rolled
Advance Mfg. Co., Racine Junction, Wis.
American Tube & Stamping Co., Bridgeport, Ct.
Barnes Co., Wallace, The, Bristol, Ct.
Griffin Mfg. Co., The, Erie, Pa.
Mossberg Co., Frank Attleboro, Mass.

Steel Ware, Cooking
Avery Stamping Co., Cleveland, O.
Cleveland Stamping & Tool Co., Cleveland, O.

Step Ladders
(See Ladders.)

Stocks and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Stop Bead Screws and Washers
(See Screws.)

Stove Lasts, Self Shining
Crosby & Co., Detroit, Mich.

Stove Polish
(See Polish.)

Stove Trucks
(See Trucks.)

Stoves
Bibb Stove Co., B. C., 101-109 Light St., Baltimore, Md.

Stoves, Alcohol Vapor
Lippincott, W. M. I. I. Co., Newark, N. J.
Manning, Bowman & Co., Meriden, Ct.

Stoves, Oil and Gasoline
Taylor & Boggis Fdy. Co., Cleveland, O.

Strainers, Tea and Coffee
Porter Machine & Stamping Works, Gregory, Mich.

Strainers, Sink
Andrews Wire & Iron Wks., Rockford, Ill.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.

Stretchers, Fence
(See Wire Stretchers.)

Strops
(See Razor Strops.)

Swings, Porch and Lawn
National Ventilator Co., 149 South Jefferson St., Chicago, Ill.

Table Ware
(See Plated Ware.)

Tackle Blocks
(See Blocks.)

Tacks, Brass Head
American Ring Co., Waterbury, Ct.

Tacks, Copper
Hussey & Co., C. G., Pittsburg, Pa.

Tamale Kettles
(See Kettles.)

Tanks
(See Articles.)

Tapes, Measuring
Chesterman & Co., Ltd., James, Sheffield, Eng.
Lufkin Rule Co., Saginaw, Mich.
Starrett Co., L. S., Athol, Mass.
Wiebusch & Hilger, Ltd., 9-15 Murray St., New York.

Tapping Machines for Street Mains
Walworth Mfg. Co., 128 Federal St., Boston, Mass.

Taps and Dies
Armstrong Mfg. Co., Bridgeport, Ct.

Telescopes
Kirtland Bros. Co., Dept. H, 90 Chambers St., New York.

Tempering Powder
Phillips-Lamitte Co., Penn Bldg., Philadelphia, Pa.

Thumb Tacks
Hawkes-Jackson Co., 38 Murray St., New York.

Ties, Horse and Cow
Bridgeport Chain Co., Bridgeport, Ct.
Oneida Community, Ltd., Oneida, N. Y.

Tiling Spades
Iwan Bros., Streator, Ill.

Tin Boxes, Cash, Bond, etc.
(See Boxes.)

Toasters, Bread
Andrews Wire & Iron Wks., Rockford, Ill.
Apex Specialty Co.
Middletown Mfg. Co., Middletown, O.
Standard Stamp'g Co., Maryville, O.

Tongs, Machinist
Barnes Tool Co., New Haven, Ct.

Tool Bags
(See Articles.)

Tool Chests and Cabinets
American Tool Chest Co., 209 W. Houston St., New York.

Tool Racks
Herrick Co., F. A., Jackson, Mich.

Tool Steel
Phillips-Lamitte Co., Penn Bldg., Philadelphia, Pa.

Tools
(See Articles.)

Torches, Engine
Hammer & Co., Branford, Ct.
Wall Mfg. Supply Co., P., Allegheny, Pa.

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Torches, Plumbers'
Clayton & Lambert Mfg. Co., Detroit, Mich.
Towel Bars
Taplin Mfg. Co, The, New Britain, Ct.
Traps
(See Articles.)
Trays, Crumb
Buffalo Mfg. Co., Buffalo, N. Y.
Tree Guards
Buffalo Wire Wks. Co., Buffalo, N.Y.
Wright Wire Co., Worcester, Mass.
Trellis Work
Wright Wire Co., Worcester, Mass.
Trolley Tracks, Overhead
Coburn Trolley Track Mfg. Co., Holyoke, Mass.
Myers & Bro., F. E., Ashland, O.
Trouser Hanger
See Hangers.)
Trowels, Masons'
Atkins & Co., E. C., Indianapolis, Ind.
Johnson, Wm., Newark, N. J.
Trowels, Garden
Avery Stamping Co., Cleveland, O.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Trucks, Factory
Grand Rapids Hand Screw Co., 914 Jefferson Ave., Grand Rapids, Mich.
Trucks, Hand
Clark Co., Geo. P., The, Windsor Locks, Ct.
Trucks, Nail Keg
Peck-Hamre Mfg. Co., The, Berlin, Wis.
Trucks, Stove
Arcade Mfg. Co., Freeport, Ill.
Tub Hoops, Adjustible
Standard Brass & Iron Wks., Milwaukee, Wis.
Tubing, Steel
American Tube & Stamping Co., Bridgeport, Ct.
Shelby Steel Tube Co., Pittsburg, Pa.
Turnbuckles
Merrill Bros., Maspeth, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Twines
(See also Cordage.)
Columbian Rope Co., Auburn, N. Y.
Estes Mills, Fall River, Mass.
Twist Drills
(See Drills.)
Valves and Fittings
Walworth Mfg. Co., 128 Federal St., Boston, Mass.
Valves and Plungers
Berger Bros. Co., 231 Arch St., Philadelphia, Pa.
Berger, L. D., 59 North 2d St., Philadelphia, Pa.
Myers & Bro., F. E., Ashland, O.
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Revere Rubber Co., 77 Bedford St., Boston, Mass.
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Ohio Varnish Co., Cleveland, O.
Adams & Elting Co., Chicago, Ill.
Berry Bros., Ltd., Detroit, Mich.
Carpenter-Morton Co., 77 Sudbury St., Boston, Mass.
Martin-Senour Co., The, 2514 Quarry St., Chicago, Ill.
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Drouve Co., G., Bridgeport, Ct.
Ventilating Window Locks
Holland Mfg. Co., 20 Park St., Florence, Mass.
Ives Co., The H. B., New Haven, Ct.
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Drouve Co., G., Bridgeport, Ct.
Iwan Bros., Streator, Ill.
Middletown Mfg. Co., Middletown, O.
Ventilators, Revolving
Berger Bros. Co., Philadelphia, Pa.
Vises
Abernathy Vise & Tool Co., 331 Englewood Ave., Chicago, Ill.
Columbian Hdw. Co., Cleveland, O.
Parker Co., Chas., Meriden, Ct.
Rock Island Tool Co., Rock Island, Ill.
Tower & Lyon Co., 95 Chambers St., New York.
Williams & Co., J. H., Brooklyn, N. Y.
Waffle Irons
Ely Mfg. Co., Theo. J., Girard, Pa.
Reading Hardware Co., Reading, Pa.
Wagon Jacks
(See Jacks.)
Wagons, Coaster
Hunt, Helm, Ferris & Co., Harvard, Ill.
Wabash Mfg. Co., Wabash, Ind.
Wagons, Delivery
Sycamore Wagon Works, 109 Edward St., Sycamore, Ill.
Wagons, Express
Wabash Mfg. Co., Wabash, Ind.
Wagons, Farm
Wabash Mfg. Co., Wabash, Ind.
Wash Boilers
Berger, L. D., 59 North St., Philadelphia, Pa.
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Wash Tubs
Pritchard-Strong Co., 29 Circle St., Rochester, N. Y.
Washer Cutters
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
Washers
Corbin Screw Corp, The, New Britain, Ct.
Griffo Mfg. Co., The, Erie, Pa.
Washers, Friction
Barnes Co., Wallace, The, Bristol, Ct.
Washing Machines
Boss Washing Machine Co., Cincinnati, O.
Brammer Mfg. Co., H. F., 1469 W. Second St., Davenport, Ia.
Glascock Bros. Mfg. Co., Muncie, Ind.
Standard Mfg. Co., The, Shelby, O.
Waverley Woodenware Wks., St. Joseph, Mo.
White Lily Washer Co., Davenport, Ia.
Washing Machines — Water Motor
American Washer Co., 118 Sydney St., St. Louis, Mo.
Waste
Estes Mills, Fall River, Mass.
Watches
New Haven Clock Co., New Haven, Ct.
Water Coolers
Buffalo Mfg. Co., Buffalo, N. Y.
Manning, Bowman & Co., Meriden, Ct.
Water Motors
(See Motors.)
Welding Plates
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Welding Powder
Phillips-Lafitte Co., Penn Bldg., Philadelphia, Pa.
Well Wheels
Reading Hardware Co., Reading, Pa.
Union Elevator & Machine Co., 144 Ontario St., Chicago, Ill.
Wheelbarrows
McWhinnie Wheelbarrow Works, Poughkeepsie, N. Y.
Syracuse Chilled Plow Co., Syracuse, N. Y.
Whip Display Rack
Best, John H., Galva, Ill.
Wholesalers, Gen'l Mdse.
Butler Bros., Chicago, Ill.
Wicking
Estes Mills, Fall River, Mass.
Window Cleaners
Smith Mfg. Co., F. H., 48 and 50 St. John's Court, Chicago, Ill.
Window Cord
See Sash Cord.)
Window Fasteners
(See Sash Fasteners.)
Window Ventilating Locks
(See Ventilating Window Locks.)
Window Operating Devices
Drouve Co., G., Bridgeport, Ct.
Window Signs
(See Decalcomania Signs.)
Window Screens
(See Screens.)
Window Stop Adjusters
(See Adjusters.)
Wire, Barbed
Keystone Steel & Wire Co., Peoria, Ill.
Wire Baskets
(See Baskets.)
Wire Chains
(See Chains.)
Wire Cloth
Buffalo Wire Works Co., Buffalo, N. Y.
Clinton Wire Cloth Co., Clinton, Mass.
Ludlow-Saylor Wire Co., St. Louis, Mo.
New Jersey Wire Cloth Co., Trenton, N. J.
Rice & Co., Lowell, Mass.
Wright Wire Co., Worcester, Mass.
Wire Cloth Cabinet
Roller Cabinet Wks., Sterling, Ill.
Wire Clothes Line
(See Clothes Line.)
Wire Cutters
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Wire-Drawing Machinery
Wright Wire Co., Worcester, Mass.
Wire Fences
(See Fencing, Iron and Wire.)
Wire Goods
Andrew Wire & Iron Wks., Rockford, Ill.
Bridgeport Wire Goods Co., Bridgeport, Ct.
Buffalo Wire Works Co., Buffalo, N. Y.
Parker Wire Goods Co., Worcester, Mass.
Wire Lathing
(See Lathing.)
Wire Nails
(See Nails.)
Wire Mats
(See Mats.)
Wire Pliers
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Wire Reels
Eureka Fence Co., Richmond, Ind.
Mossberg Co., Frank, Attleboro, Mass.
Wire Rope, Iron and Steel
Wright Wire Co., Worcester, Mass.
Wire Specialties
(See Articles.)
Wire Straightening Machines
Shuster Co., F. B., The, New Haven, Ct.
Wire Stretchers
Arcade Mfg. Co., Freeport, Ill.
Burgess-Norton Mfg. Co., Geneva, Ill.
Hunt, Helm, Ferris & Co., Harvard, Ill.
Keystone Steel & Wire Co., Peoria, Ill.
Wood Screws
(See Screws.)
Wrench, Reversible Chain
Bonner Mfg. Co., C. E., Chrisman, Ill.
Williams & Co., J. H., Brooklyn, N. Y.
Wrenches
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Bemis & Call Hardware & Tool Co., Springfield, Mass.
Billings & Spencer Co., Hartford, Ct.
Bonner Mfg. Co., C. E., Chrisman, Ill.
Bridgeport Hdw. Mfg. Co., Bridgeport, Ct.
Coes Wrench Co., Worcester, Mass.
Irland Pipe Wrench Co., 15 Court Sq., Boston, Mass.
Lowentraut Mfg. Co., P., 36-54 Brenner St., Newark, N. J.
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(See Articles.)
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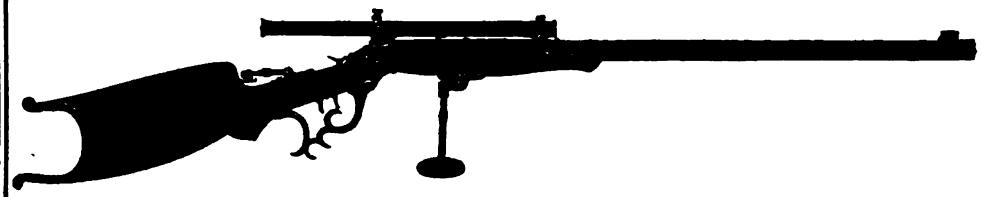
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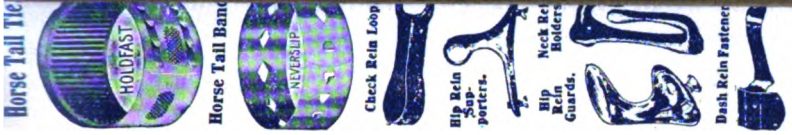
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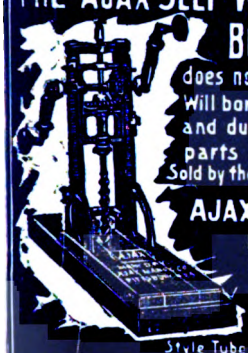
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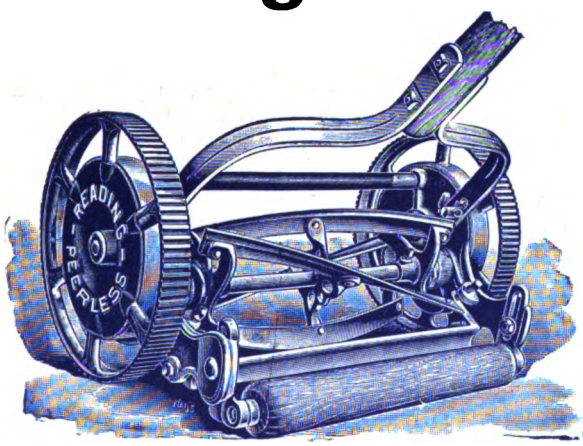


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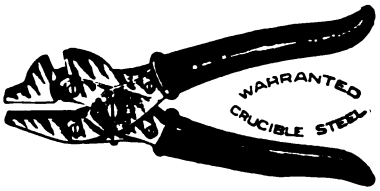
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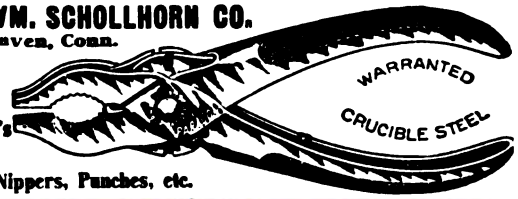


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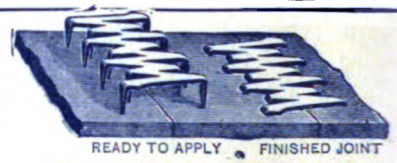
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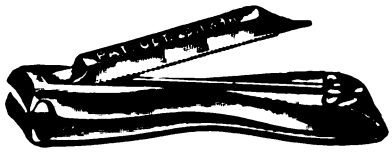


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